

OCT -8 1914

October 8, 1914

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# Leslie's

*Illustrated Weekly Newspaper*  
Established in 1855

*Photographs of the European War*

*By James H. Hare*

*Belgium, the Land of Heroes*

*By F. J. Splitstone*

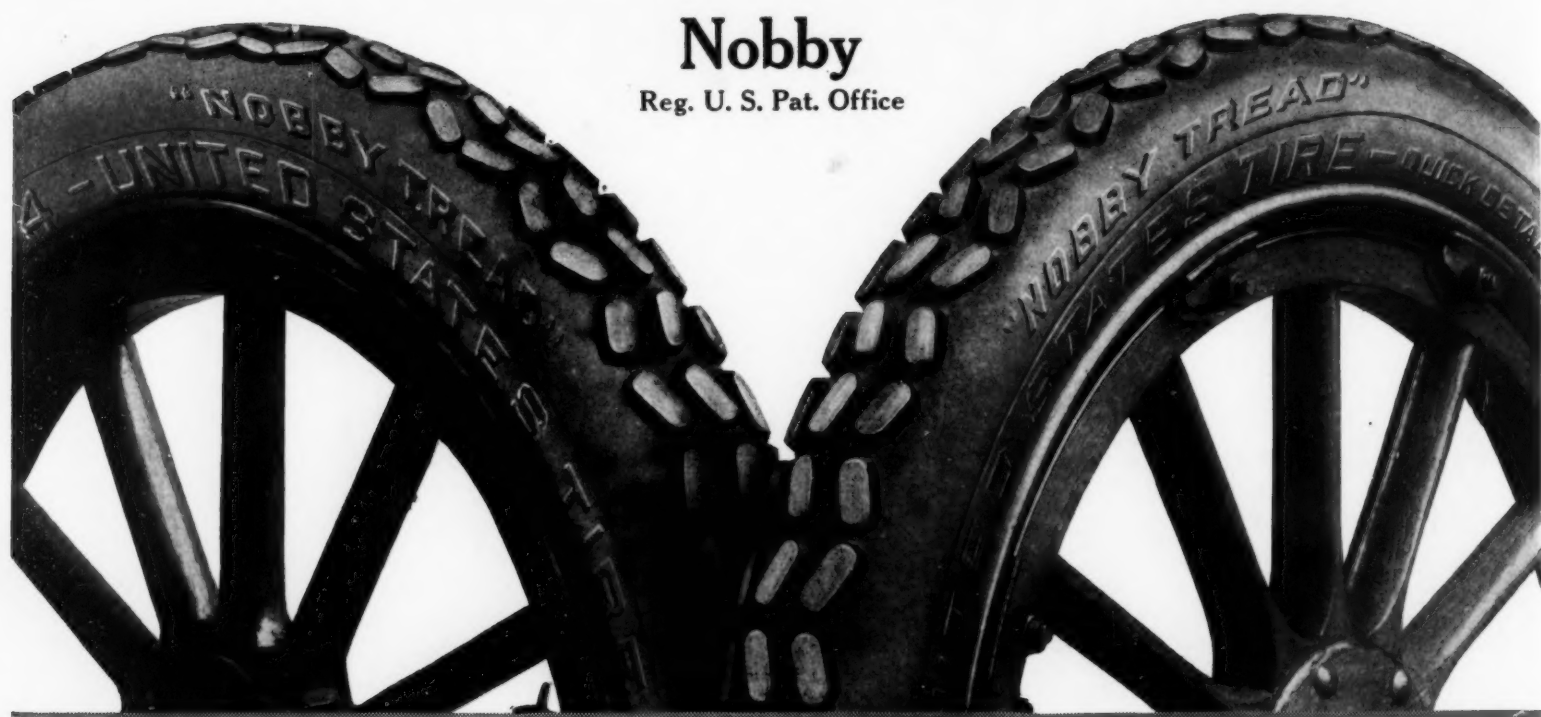
*The Latest Death Machine in War*

*By Wendell P. Dodge*

*Two Captains of Industry*

*By John A. Sleicher*





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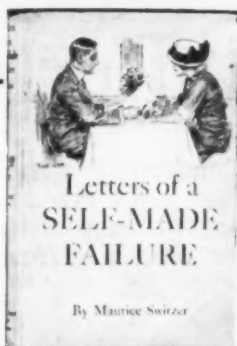


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# Leslie's

Illustrated Weekly Newspaper

THE OLDEST ILLUSTRATED WEEKLY NEWSPAPER IN THE UNITED STATES  
ESTABLISHED DECEMBER 15, 1855

Edited by JOHN A. SLEICHER

"In God We Trust"

CXIX

Thursday, October 8, 1914

No. 3083

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It takes from ten days to two weeks to make a change.

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The Editor is always ready to consider short stories or articles, which should be typewritten on one side of the sheet only, and should not exceed 3,000 words.

## Leslie's Impartiality Appreciated

IT is gratifying to know that the efforts of this paper to be not only neutral in its attitude toward the European war, but to be wholly fair and impartial in presenting the news, is appreciated. Our fellow citizens of German extraction expect and deserve this consideration, and the following from the New York *Staats-Zeitung* indicates that they know where to find it. The original text of the article is herewith reproduced; also a careful translation for the benefit of our readers who are not familiar with the German language:

### Eine rühmliche Ausnahme.

"Leslie's" befreit sich der Unparteilichkeit in Beurteilung des Krieges.

Eine der wenigen rühmlichen Ausnahmen unter den hiesigen englisch geschriebenen Zeitungen und Zeitschriften, die sich bemühen, die europäische Lage ihren Lesern vom unparteiischen Standpunkte darzustellen, ist Leslie's illustrierte Wochenzeitschrift (Leslie's Illustrated Weekly Newspaper). Die morgen erscheinende Ausgabe der Zeitschrift enthält einen Artikel, welcher "Der europäische Krieg in deutsch-amerikanischen Augen" betitelt ist, und dem die Redaktion unter anderen die folgenden Worte voranstellt:

"Leslie's ist befreit, die Kriegsnachrichten ohne jede Voreingenommenheit zu bringen. Infolge der Tatsache, daß Deutschland seit dem Ausbruch des Krieges von der übrigen Welt tatsächlich abgeschnitten ist, ist seine Seite der Frage nicht in angemessener Weise dargestellt worden." Daher wird weiter ausgeführt, hat die Redaktion Herrn J. W. van Eyndhoven, einen deutsch-amerikanischen Journalisten mit vieljähriger Erfahrung, erlucht, den deutschen Standpunkt kurz zu skizzieren.

Herr van Eyndhoven weist darauf hin, daß der größte Teil der hiesigen englisch geschriebenen Presse die früher so oft betonte warme Freundschaft zwischen Deutschland und den Vereinigten Staaten plötzlich ganz vergessen zu haben scheint, sodaß sie es darauf anlegt, Deutschland und seinen Kaiser zum Sündenbock für diesen Krieg zu machen. Er führt aus, daß die Nachrichten vom Kriegsschauplatz und die editorielle Kommentare deutschfeindlich gefärbt sind, daß der Kaiser sich nur durch die zwingendste Notwendigkeit zum Krieg hat drängen lassen. Der Artikel, der noch vor dem Eintreffen der deutschen Siegesnachrichten geschrieben war, ist voller Zurechtweisung auf den Sieg der deutschen Sache, eine Zurechtweisung, die durch die neuesten Meldungen von den Kriegsschauplätzen als sehr berechtigt erwiesen wurde.

### An Honorable Exception

Leslie's endeavors to be impartial in considering the war.

ONE of the few honorable exceptions among the Anglo-American newspapers and magazines endeavoring to picture the European situation from an impartial viewpoint is LESLIE'S ILLUSTRATED WEEKLY NEWSPAPER. The edition of this periodical appearing to-morrow contains an article entitled "Great War Through German-American Eyes," introduced by an "Editor's Note" from which we quote: "It is the purpose of LESLIE'S to give the news of the war absolutely without bias, and owing to the fact that Germany has been practically isolated from the rest of the world since the war started, her side of the question has not been adequately represented." For this reason, it is stated, the editors of LESLIE'S have asked Mr. J. W. van Eyndhoven, a German-American journalist of many years' experience, to state briefly the German's point of view.

Mr. van Eyndhoven points out that the greater part of the Anglo-American press appears to have totally forgotten the warm friendship between Germany and the United States so often dwelled upon in the past, and that it tries to make of Germany and her Kaiser the scapegoat of this war. He explains that the news from the seat of war, and the editorial comments, are colored in an anti-German manner; that the Kaiser, however, was forced into this war against his will. The article, written before the receipt of news of the German victories, breathes confidence in the victory of the German cause, a confidence which has since been proven to be fully justified.

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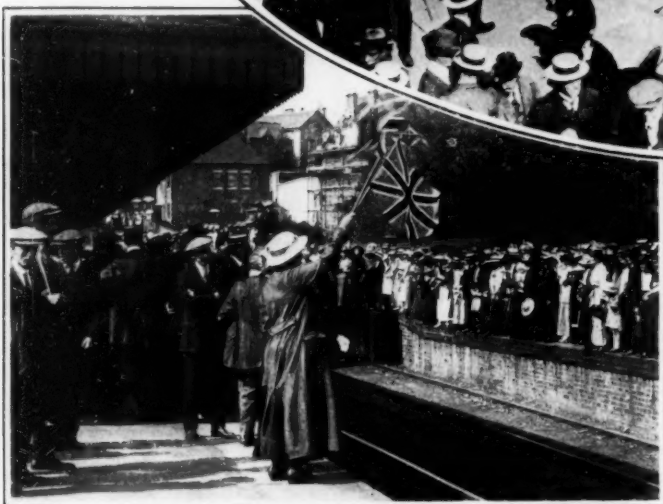


In answering advertisements please mention "Leslie's Weekly"

# Stirring Scenes in London and Berlin

England shows her determination to go on with the war by a great meeting in historic Guildhall

London photographs on this page are by our special representative, James H. Hare



OVERFLOW FROM THE WAR RALLY IN GUILDHALL, LONDON

The speakers were Mr. Asquith, Mr. Bonar Law and Mr. Chamberlain, and the greatest enthusiasm prevailed.



WINSTON CHURCHILL ARRIVES AT GUILDHALL

The head of the navy department, who has been criticized for saying that if the German ships would not come out and fight they would be "dug out of their holes, like rats," is a popular speaker in the recruiting campaign.

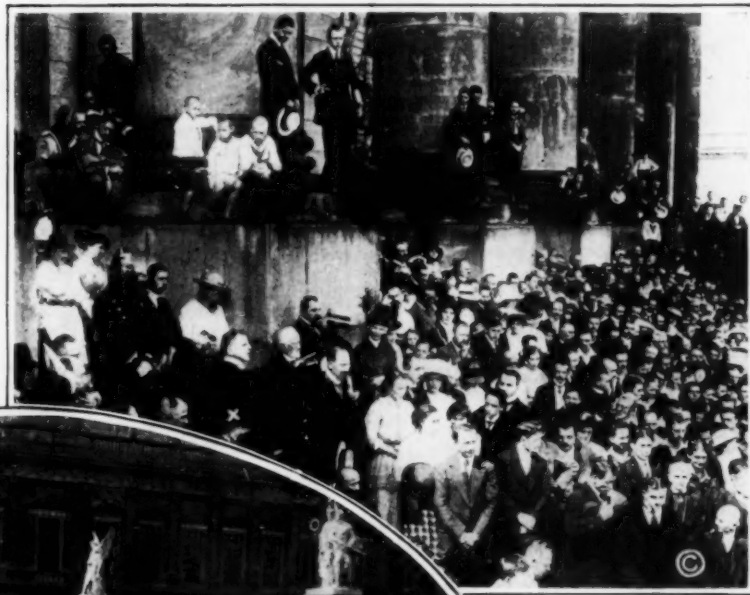
GOOD-BYE TO THE SOLDIER BOYS

A familiar scene in the railroad station of any London suburb. England promises to have 1,000,000 volunteers in service by January 1.



THE KAISER AND THE KAISERIN PRAY FOR VICTORY

This photograph was taken in Berlin on September 1, "Sedan Day," when a religious service formed a part of the celebration. The Emperor and his wife were just leaving the church when photographed.



OPEN-AIR SERVICE IN BERLIN

A monster attendance greeted the minister who held a religious meeting just outside the hall of the Reichstag in Berlin, on "Sedan Day."



THE WAR SPIRIT IN GERMANY

Despite the fearful losses of her armies, all reports are that Germany is still a unit in her determination to prosecute the war with increased vigor.

CAPTURED CANNON PARADED IN TRIUMPH On "Sedan Day" the Germans paraded through the streets of Berlin field artillery taken from the French, Belgians and Russians during recent fighting.



# Leslie's Illustrated Weekly Newspaper

New York, October 8, 1914

## EDITORIAL

Let the Thinking People Rule!

### The World's Burning Question

**W**E face an appealing world. It appeals to intelligence, to culture, to civilization, to Christianity and humanity.

Shall captains of industry and finance who have accumulated their possessions, and shall statesmen who have solved great problems, do nothing for an appealing world that faces warfare whichever way it turns!

The masses are misled by demagogues, labor is beguiled by false teachers, women are climbing over the ramparts of modesty, and now nations, thirsting for each other's blood, are fighting to the death for the mastery of trade and commerce.

Hundreds of thousands of lives are being sacrificed, countless homes desolated, wives bereaved and children orphaned, while civilized, Christian nations battle in a sea of blood.

What for? Who knows? Each denies responsibility. Each accuses the other. An appealing world stands aghast at such an awful picture of death, destruction and desolation.

It asks of every one the burning question: "Is there nothing that you can do to bring the thoughtless to a sense of duty and of obligation to God and Man?"

### Apologies in Order

**M**ONSTROUS. "The court in the Harvester Trust case decided that what the Harvester Company had done was beneficial to the country as a whole, but that it was illegal. Surely it is monstrous to keep unchanged a law where a court is obliged to render such a decision." This is Col. Roosevelt's comment on the decision in the Harvester case in the United States Circuit Court by Judges Smith and Hook with Judge Sanborn dissenting on the side of reason. Col. Roosevelt says that "in New York City recently the small provision dealers were anxious to consult together in their own interest and in the interest of their customers, as to how to handle flour and make it possible for poor people to get it at as low a cost as possible, yet they found they might be prosecuted under the Anti-trust Law for even talking over an understanding that would be vitally necessary in the interest of the community at large."

The cotton raisers of the South are endeavoring to organize a movement to keep the price of cotton at a profitable figure. Such a combination obviously is as much a violation of the law as the action of the Steel Corporation in seeking to maintain prices of its product on a living basis for which it is now before the Department of Justice at Washington. As people come to understand the injustice, unfairness, and inequity of the Sherman law as it is being interpreted by radical officials, they will demand its amendment or repeal. A reader of LESLIE's in Dallas, Tex., commenting on the editorial in LESLIE's, denouncing the decision in the Harvester case, says:

It is difficult to conceive of a precedent, once established, more dangerous to the peace and prosperity of this country than the one just established by the high court sitting in judgment on the case now celebrated. To agree that the institution was not over-capitalized, not extortionate and not monopolistic and yet to order its dissolution is to strike at the very foundation of the great and underlying principle of America's prosperity. It is inexplicable that motive or reason ulterior should prompt a mandate of a high court of justice, carrying with its decree the abolishment of a corporation that had violated no law; had done no wrong. Trusts and combinations, not controlled, are dangerous to the welfare of any nation but tell us of a situation more ominous to the prosperity and happiness of a people than that wherein sits enthroned the lawyer to disrupt and to ruin — to whom commercial chaos is paradise.

This letter refers to the decision in the case of the so-called Harvester Trust of which Thomas D. Jones of Chicago is a director. When Mr. Jones' nomination as a member of the Federal Reserve Board was sent to the Senate by President Wilson, Senator Vardaman of Mississippi denounced it, declaring that the Harvester Company was "the most iniquitous, obnoxious, outrageous, indefensible, predatory trust in all America, and that it had charged farmers excessive prices for its products and had been able to maintain these prices by unlawful conspiracies and monopolistic practices." In the light of the court's decision that the trust was guilty of none of these accusations what has Senator Vardaman to say?

But he was not the only senator who grossly misrepresented the facts about the Harvester Company. We regret to observe that one of the high character of Senator Nelson, of Minnesota, was equally guilty of making false statements. In the hearing before the Interstate Commerce Committee, in March last, Senator Nelson, in a violent outburst, said: "When they formed the Harvester Trust, they created a new corporation and took in the various original corporations at inflated figures." Mr. Nelson had before him, or should have had, the report of the Com-

### A Timely Warning Recalled

By JAMES G. BLAINE

**W**ITH a more extended frontage, on the two great oceans of the world, than any other nation; with a larger freightage than that of any other nation, it will be a reproach to the United States, more pointed and decisive every year, if it neglects to establish a policy which shall develop a mercantile marine, and, as the outgrowth of the mercantile marine, a navy adequate to all the wants of the Republic.

missioner of Corporations made a year before the Senator spoke, in which that official said: "The extraordinary over-capitalization which characterized most of the large industrial consolidations of the period 1898 to 1901 was absent in the case of the International Harvester Company."

The recent decision of the United States Circuit Court confirms this statement. Why should Senator Nelson have misrepresented the facts and placed himself by the side of the cheap demagogues whose stock in trade is denunciation of the business interests of the country? How many have been misled and are still being misled by false accusations against the industrial corporations, the bankers, the business men, and the railways?

We suggest to Senators Vardaman and Nelson that apologies are in order.

### The Reason Why

**T**HE reason why we have lost our merchant marine is because of hardships inflicted upon American vessels by the severest regulations, many of them drafted without consideration, at the demand of some political labor leader. It is a striking fact that the bill recently passed by Congress, to restore the American flag on the seas, authorized the President in his discretion to suspend these drastic regulations.

This is a good time to suspend other regulations that have been hampering trade and commerce. It is a good time for the Interstate Commerce Commission to suspend the whip with which it has been lashing the railroads and for the Department of Justice to stop its reckless and unprofitable trust-busting. This has not lowered the cost of living but increased it. It has not helped prosperity but struck it a terrific blow. It is a good time for Congress, also, to stop its investigation, regulation and denunciation of business, big and little.

Congress has been in session constantly since President Wilson's inauguration. The country would breathe a sigh of relief if it would adjourn. It is said that the war justifies a continuance of the session, but the English Parliament has just been prorogued in the midst of a war in which it is playing a prominent part, while we are at peace with all the world.

An effort is being made to induce American capitalists to engage in the manufacture of dye stuffs and other articles which have heretofore been imported from Germany and the supply of which is now cut off. A prominent manufacturer who was asked to take up the dye stuff industry in the United States, declined to consider it. He said: "The moment American capital succeeded in establishing the dye industry in the United States, a syndicate or trust would be organized in Germany to cut prices and put us out of business. We have no protection from our government as the foreign manufacturer has from his. Our government tries to destroy us as soon as we become big, powerful and influential. Other governments strive by all their power to make their industries as big as possible."

We have tried the policy of smashing big business in this country. The people know the result. They know whether it has reduced the cost of living, increased wages, aided prosperity or helped anybody, anywhere. Why not abandon the experiment we have been trying for the last ten years and go back to the old-fashioned patriotic, American plan of giving aid and encouragement to business everywhere and thus build up new factories, enlarge the old ones, maintain wages and increase the size of the pay envelope and the dinner pail?

And remember, always, that a demagogue never filled a pay envelope and never will.

### The Plain Truth

**P**REDICTION! Big armies for big wars. Big ships for big seas. Big business for a big country. Big men for big business. Big mouths for big demagogues and big majorities against big demagogues by thinking men at every polling place in 1914! Mark the prediction.

**O**UTLOOK! It looks very much as if the people were getting ready next fall to return Senators Penrose of Pennsylvania, Gallinger of New Hampshire, Brandegee of Connecticut, and sundry other old-fashioned statesmen to the Senate, and to do this under direct

primary laws giving the people a free choice of selection. It looks as if the winning platform everywhere in every state this fall would read "Prosperity for one and all. The demagogues must go!"

**P**ROHIBITION! The proposed Prohibition amendment, according to Vice-President Marshall, cannot pass Congress. The reason is very plain. This is the most extravagant Congress on record. It must have money to spend and over \$200,000,000 of the Government's revenue comes from the liquor tax. A Prohibition amendment would wipe out this tax and compel Congress to retrench. That is the last thing Congress proposes to do.

**M**EXICO! How much has our needless interference in Mexico cost the nation? Chairman Fitzgerald, the Democratic Head of the House Committee on Appropriations in Washington, says the extravagant expenditures by Congress this year are due in part to the millions spent by us in Mexico, and now we are leaving that country in the hands of rulers who are no better than President Huerta was, and who, unless all signs fail, will shortly be at each other's throats in true Mexican style. The lofty, altruistic ideas which led to our interference in the affairs of a neighboring republic come high, but with \$100,000,000 of needless war taxes in sight we hope to be able to pay the bill in due time.

**S**HINING! We congratulate our sparkling contemporary, the New York Sun, on the announcement of its removal to superb new quarters in the American Tract Society Building, on Nassau Street, after half a century's occupancy of a building which has long since been outgrown. The Sun is about to enlarge its borders to meet the growing demands of its three successful publications—the Morning, Evening, and Sunday Sun. Our contemporary has always prided itself upon its reputation for accuracy in the publication of news. On this foundation it has built wisely and well, never with greater success than since it has fallen into the hands of Mr. William C. Reick, one of the ablest editors and publishers New York has ever had.

**M**EDIATION! A few eastern railroads have been granted an increase in freight rates amounting to between \$10,000,000 and \$15,000,000. At the same time the employees of a hundred western railroads are asking for an increase in wages approximating \$50,000,000 a year. Whether this demand is justified or not a board of arbitrators will decide. We believe in fair wages for railroad men and fair freight and passenger rates for the railroads. We cannot have one without the other and the best work that the railroad men can do is to impress this fact upon the members of the Interstate Commerce Commission. By the way, it will be interesting to observe if it takes as long for the Board of Mediation to pass upon the question of an increase in wages as it did the Interstate Commerce Commission to pass on the question of an increase in rates.

**M**CCALL! An old-time wise man believed that betting is a fool's argument. Many a fallacy is obliterated by new conditions. Therefore, we have no hesitation in offering to wager the brightest of new gold dollars to a cookie that Samuel Walker McCall is to be elected Governor of the Commonwealth of Massachusetts on election day, November, 1914. In November, 1913, David I. Walsh, Democrat, received for Governor 183,267 votes; Gardner, Republican candidate for Governor, 116,705; and Bird, the Progressive candidate, 127,755. The split in the Republican and Progressive vote elected Walsh by 55,512. In November, 1914, the vote will be distributed between McCall, Republican and Independent, and Walsh, Democrat. It isn't necessary to wander more than twenty minutes in the great Commonwealth of Massachusetts to justify us in making that aforesaid gold dollar-cookie proposition.

**P**UBLICITY! From Texas comes a letter to the editor from an appreciative reader who asks that LESLIE's shall turn on the light and give the facts regarding such occurrences as the civil war in Colorado and the onslaught on the industries and railroads of the country. He says: "The time is long passed for concealment from the public of things that concern them. One of the things that is 'retarding the progress of this country is the suppression of facts the people have a right to know. One of the reasons for the gulf that exists between the people on the one hand and the trusts and big business on the other is 'that the people are suspicious because they don't know the facts. The average American citizen doesn't like 'demagogues any more than you do. If the facts are 'known, the demagogue would no longer thrive, because 'he thrives on prejudice, ignorance, concealment, on a 'blind desire to punish somebody for something wrong. 'Let's turn on the light wherever public affairs are in the shadow.' This is just what LESLIE's has been trying to do for the past seven years and what it proposes to continue to do until the muckrakers and demagogues have been driven back into the oblivion in which they belong and which befits them so well."

# The Latest Death Machine in War

By WENDELL PHILLIPS DODGE



FIRING FROM THE SHOULDER

Although the Lewis gun weighs over 26 pounds a strong man can use it like an ordinary rifle. It operates successfully at any angle.

by a small defending force. Never was the fire of soldiers more deadly and sure than that of the Belgians. And yet, despite their pluckiness in the face of opposing forces far outnumbering their own thin ranks, it was not necessarily "the man behind the gun" who was responsible for the effective mowing down of column after column of the Germans, but the gun itself. And that is where the United States comes in.

That gun—the "Belgian Rattlesnake," as it came to be called on the firing line, because of its deadly rattle in action—is an American gun. It is the invention of a retired United States Army officer. It is the most ferocious small death machine ever known, and yet one man can carry and operate it. Two years ago Colonel Isaac Newton Lewis, U. S. A., retired, late of the United States Coast Artillery, offered his invention of an automatic air-cooled machine gun to the United States Government, and it was tried out by United States aerial war craft in an official test at College Park, Maryland. Rear Admiral Frank F. Fletcher, U. S. N., then chief of naval ordnance, made the observation that 2000 of these air craft could be purchased and equipped with the new machine gun for the price of a single battleship. At the time he said:



HORSE BATTERY ON THE MARCH

Showing how machine guns are transported. Auxiliary horses carry the ammunition packed in the disks, which can be slipped into place in the twinkling of an eye.

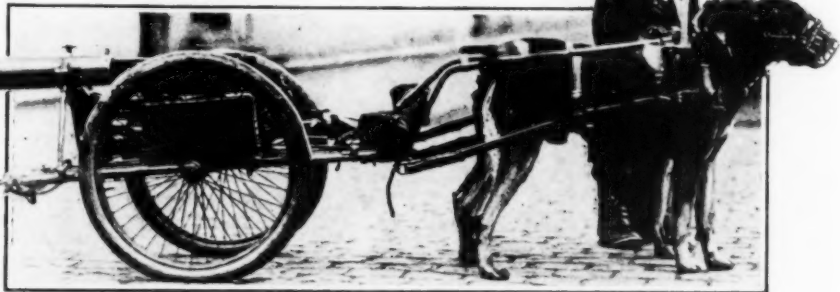
EDITOR'S NOTE:—A great deal has been printed in the newspapers about the Lewis machine gun and the terrible execution it wrought in the hands of the Belgians. An interesting story is told of how, a few days before the declaration of war, the Russian government sent a rush order to the Lewis factory in England, and a large consignment of these guns was shipped through Germany in mislabeled cases and was safely delivered. It is also reported that the gigantic German siege guns, which are capable of reducing any fortifications in the world, are the invention of an American. These things prompt the question of whether our government has not been remiss in allowing these wonderful war machines to be sold abroad instead of arranging with their inventors for their exclusive use by our own Army and Navy, and thereby making us that much more secure in the enjoyment of peace.

NEVER in the history of the world was there such a terrible mowing down of the enemies' troops as by Belgians in the defense of Liège, before which the highly trained and efficient German army was literally cut to pieces

"Consider the spectacle of that aeroplane speeding over the aviation grounds with Captain Chandler, without practice or experience, operating that weapon with such ease and success that he picked off one target after another with the machine going at high speed. Then multiply the number of machines by 2,000 and imagine the havoc which the downpour of shots would create."

Major General Leonard A. Wood, then chief of staff of the army, expressed himself regarding the adaptability of the Lewis gun in these terms: "The results of these experiments are well worth watching. Several hundred aeroplanes equipped with the gun would make it pretty hot for infantry or cavalry. It is difficult to hit these flying targets from the ground. To cope with them a counter aerial tactic is needed."

And this was the verdict of Brigadier General James Allen, chief of the signal corps: "The effect on military warfare will be surprising." Precisely this is what the present European war has disclosed, with the Lewis machine gun being used by the Belgians first, and now, from the latest reports from the front, by both British and Russian troops, against the Kaiser's men. Nevertheless, this gun was rejected by our Government. Colonel Lewis was told that he might dispose of his military "mowing machine" elsewhere, and the very first place he went to was Germany. After



THESE ARE THE REAL DOGS OF WAR

The Belgians use them to draw batteries of Lewis guns. They can get over very rough country at a good speed and are much less likely to be hit than horses. On several occasions when the fighting has been hand-to-hand these animals have fiercely attacked their masters' enemies.

position, either from a tripod, by resting on a bank, from the shooter's knee, or even from the shoulder.

No matter in what position the gun is fired, the mechanism never fails to place the cartridge properly in the breech. It acts equally well if the gun is fired at any angle or even turned upside down, the feed being positive and not dependent in any way on gravity. The gun is fired in the ordinary way, with a trigger, and if it be pressed continuously, firing goes on until the magazine is empty. When it is released the firing stops.

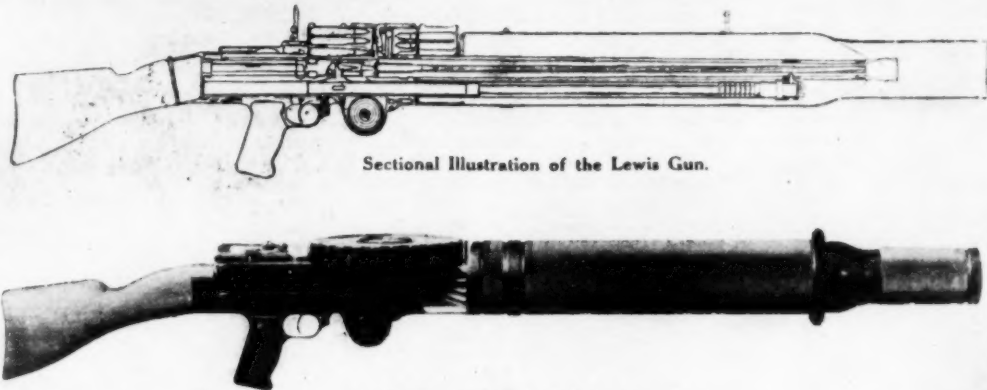
Special features of this unique gun are the simplicity of its design and its light weight—26½ pounds. It has an automatic device whereby the barrel is kept continually cool by a blast of air. After a certain temperature is reached the increased rapidity of fire tends to reduce the temperature.

The feed mechanism, which is designed to avoid jamming, is accomplished by the use of a balanced rotary magazine in which the cartridges are placed radially, and which is quickly and easily substituted when empty. The aim need not be disturbed while the exchange takes place.

The greatest faults of machine guns in general are their liability to get cartridges jammed in the feed mechanism, and their speedily getting too hot to be used. Even when the gunners are expert mechanics—and it is not always possible to have them so qualified—the necessity of taking down the mechanism in the midst of a hot engagement to remove a stuck shell, is often likely to be fatal. The overheating of a gun that is firing from 300 to 500 shots a minute can be understood readily, and the older patterns of machine guns speedily became so hot that they could not be handled. If Colonel Lewis has overcome these two defects his gun is without doubt the most highly effective small arm

in the world. Experts say that its trials in Belgium have demonstrated that he has produced just that kind of a weapon.

At any rate this gun, which is played on the enemy at the rate of 500 shots a minute by one man with



Sectional Illustration of the Lewis Gun.

The Lewis Air-Cooled Machine Gun.

THE "BELGIAN RATTLESNAKE"

This name was given the Lewis gun because of its spiteful whirr when firing at high speed. The cartridges are packed radially and three deep in the revolving disk on top of the gun and are automatically fed into the chamber at the rate of 500 a minute. Rapidity of fire and freedom from jamming make it superior to all other machine guns. It is probably the most deadly weapon ever devised by man.

several trials of his gun in the field and in airships by the German army corps, Colonel Lewis was asked to sell the sole rights to the use and manufacture of his machine gun to Germany. This he refused to do, and he next tried England. The British Government consented to his selling the guns to her allies, but at the time would not guarantee to take all that Colonel Lewis could manufacture. Colonel Lewis then went over to Belgium, and there he sold his guns without any restrictions, and, lucky for the Belgians, up to the time the war broke out he had been able to make only enough of the guns for their use. The result was that they were the only soldiers in the world possessing this most certain modern instrument of death when the Germans stormed Liège. To this gun is due in a considerable degree the terrible slaughter of the Germans in the invasion of Belgium.

This gun is a new departure in ordnance. It is the only machine gun capable of rapid continuous fire under service conditions without change of barrels, and without the use of water cooling. It is simple in construction and operation and on the firing line requires no tools or special equipment of any kind. The gun can be assembled or dismounted in 30 seconds with no other tool than the point of a bullet, and it can be fired singly or in bursts of any number of shots up to the full extent of the magazine, which can be placed in position in two seconds, and which can be adapted for any existing service ammunition. The normal rate of firing is 500 rounds per minute but this may be increased or decreased by a simple adjustment. There is no appreciable recoil. The gun can be fired in any



FIRING FROM A TRIPOD REST

This is the customary way of operating a machine gun. The gunner being seated, and having the advantage of a properly adjusted rest, can secure a perfect aim.

the same ease as if he were watering the lawn with a garden hose, is one of the features of the present European war.

So, after all, the United States has a part in the conflict, since one of her former army officers is "the man behind the gun" which is the telling part of the battles now raging. Also the United States Government now is reconsidering the adoption of the Lewis air-cooled machine gun for use by its army and navy.



# Belgium, Land of Heroes

By F. J. SPLITSTONE

WHEN Caesar, in his "Commentaries," pronounced the Belgae the bravest of all the Gauls, he was merely recording the reputation that they had earned on many a battlefield, and which they maintained even in defeat. Caesar overwhelmed more than a quarter of a million of them in the year 57 B. C. on the banks of the Aisne, on the very ground where during the first half of September of this year the Germans and the Allies have engaged in a struggle that would be a revelation to Rome's greatest commander. After the crushing defeat on the Aisne several tribes, headed by the Nervii, made a last stand on the Sambre, taking the offensive against the Roman legions and very nearly defeating them by the intensity of their onslaught. But the training and discipline of Rome saved Caesar, and the final result of the heroic resistance of the Nervii was their practical annihilation. Their peace emissaries said, "Of 600 Senators we have lost all but three; of 60,000 fighting men but 500 remain."

It is from this stock that the Belgians of to-day are descended. The men who held Liège against the Germans until their forts were shot to pieces by those marvelous siege guns, and who checked the advance of the Kaiser's legions until France could muster her strength for defense, are just as heroic as their ancestors. General Leman, who commanded at Liège, finding his fort rendered defenceless, blew it up and himself along with it. By one of those inexplicable chances of war he escaped death and was picked up unconscious by the Germans and made a prisoner, but with the honors due his heroic resistance.

The whole story of Belgium's part in the present war reads like a fable from some martial age, and not like the sober record of the most populous and most industrious country of Europe. The Belgians are farmers and manufacturers. They are noted for the arts of peace, and for social progress. They were, perhaps, up to the hour that their country was invaded, one of the happiest, most prosperous and most progressive peoples of Europe. They numbered about 7,000,000. To-day half of Belgium is a waste, with cities and towns destroyed, fields and factories ruined and the people either exiles or living in poverty in the ruins of their homes.

The destruction of war is no new experience for Belgium. It has been the battleground of Europe. The cities that have been taken and retaken since the first of August are familiar names on the pages of military history. Liège has been besieged and captured before, and so has Namur. Brussels and Antwerp have long military histories, dark with death and destruction. Bruges and Ghent, Louvain and Tirlemont, during their many centuries of existence, have seen every kind of war surging around their walls. The catapult has given way to the mortar, and the bow

and arrow to the machine gun, but the heart of man has not changed,

universal tongue. Many of the inhabitants speak German also.

Belgium was involved with Batavia, the ancient name of Holland, in an insurrection against the Roman Empire in 69 A. D. Then followed long centuries of bloody wars and short, restless periods of peace. At the close of the thirteenth century Flanders was a part of the kingdom of France, and in July, 1302, the Flemish militia, in revolt against France, met the French army before Courtrai. They numbered 20,000 men armed with pikes, and opposed to them were nearly 50,000 of the flower of the



**BELGIUM AS A LAND OF PEACE AND PLENTY**  
The market place in Bruges, showing types of city people in their activities before the war.

French army, but they won the independence of their country.

Louis XIV invaded the Low Countries in 1667 with 50,000 men and captured Lille after a desperate 20 days of fighting. Ghent, however, proved too much for him, and he abandoned its siege. In 1691 the French bombarded Liège as a punishment for its Prince Bishop having joined the League of Augsburg, which was hostile to Louis. The city was not taken. The next year Louis took Namur after a siege of only eight days. Namur did not sustain the reputation of its country for desperate resistance.

During the War of the Spanish Succession (1702-1713) Belgium, then a Spanish province, was one of the principal battlegrounds and suffered terribly. The Duke of Marlborough at the head of English, Austrian and German troops occupied the country, defeated the French, who were allies of Spain, at Blenheim, and captured in rapid succession Ramillies, Brussels, Louvain, Malines, Ghent, Antwerp and Menin. The battle of Malplaquet was preliminary to the taking of Mons, which the French defended with terrible energy. At the conclusion of the war Belgium became an Austrian possession. During the war of the Austrian Succession, in 1744, Belgium was conquered by the French, but was restored to Austria at the conclusion of peace. In 1787 Belgium revolted against Austria and a republic was proclaimed, but the rebellion was suppressed. In 1794 France again overran Belgium, and it remained a part of the French republic until 1815, when, the battle of Waterloo, fought almost within sight of Brussels and on ground that has been bitterly contested in the present war, ended the power of Napoleon. In the peace that followed Belgium and Holland were united in the Kingdom of The Netherlands. This union was not satisfactory, however, and in 1830 Belgium demanded its independence, which was finally obtained in 1839. In 1870 the neutrality and independence of Belgium was guaranteed by

a treaty between Great Britain, France and Prussia. This treaty was the famous "scrap of paper" that brought Great Britain into the present war.

From this brief outline, touching only the more important wars in which the Low Countries have been involved, it will be seen that Belgium has many times suffered in the quarrels of her more powerful neighbors, just as she is suffering now. And now, as in the past, she is stout of heart, even in the face of destruction. King Albert—who is not a Belgian by blood—has announced that he will continue the war as long as the Allies do, and that no proposition for a separate peace with Germany will be considered—a determination in which his people seem fully to concur.

All reports indicate that the Belgian soldiers are not only courageous to a high degree, but are well organized and effective. That this little army of probably less than 200,000 men, and organized only for defensive purposes, should have held at bay the Kaiser's countless legions for two weeks, will go down in history as a most remarkable achievement, and one that will add fresh lustre to Belgium's glorious record in arms.

While her army is doing glorious deeds Belgium is being devastated in a terrible manner. Stories of German atrocities are undoubtedly exaggerated from small and isolated instances, yet the paralysis of the whole country in an industrial sense is complete. Where the Germans rule the inhabitants are under the most strict of military regulations, and are deprived of practically all transportation facilities, so that both commerce and industry are at an end. The few cities that Germany does not hold are practically armed camps, where the only activities possible are those stimulated by the necessities of the troops. It is reported, with much plausibility, that in the coast towns of Belgium during the last week of September were a large number of Russian, Indian and British soldiers. If this is true it indicates that a strong offensive movement against the Germans in Belgium is being prepared, and the poor little country will again be fought over.

Hundreds of thousands of citizens are homeless, having been driven away by the destructions of their farms or villages. Some have found shelter with friends or charitable strangers, while others are still wandering about the country. Holland, England and France have received thousands of them—a few even have reached the United States. The sufferings of Belgium would seem to be great enough to make the people want peace on any terms, but all reports are that they are just as determined to go on with the war as their allies who have suffered less.

The women of Belgium have played a striking part in this war, giving relief to the wounded of both sides and making their houses into hospitals. According to hostile reports, not a few of them fought on the field, or did "sniping" from houses.



**A FIFTEEN-YEAR-OLD NURSE**  
This child, wearing the insignia of the Red Cross, went on the firing line at Namur to bandage the wounds of soldiers.



**BELGIAN LANCERS ON REVIEW**  
Troops drawn up in the public square in Bruges during the celebration of Belgium's 100 years of independence last year. These were among the defenders of Liège.



**AN UNPRETENTIOUS HERO AT LUNCH**  
This picture, made in the outskirts of Antwerp, shows an infantryman getting a little rest and refreshment after an expedition to harass the Germans.



**STRAGGLERS WHO GOT TO ENGLAND**  
Five members of the bicycle corps that fought at Liège and Namur were cut off from their command but escaped to the coast, from where they got passage to Folkestone, England, and then to Antwerp.

and Belgium's sons go to their death in defense of their country to-day with the same courage that provoked the admiration of Caesar.

The boundaries of Belgium have been shifted times without number. In the days of the Romans the province of Gallia Belgica extended from the River Scheldt almost to the Seine, and from the Straits of Dover to the Vosges. The inhabitants of this province were Gauls. In the fourth and fifth centuries the Franks, a Germanic people, overran the province and the Belgians of to-day have an infusion of Germanic blood. It is interesting to note that the Belgians, like that other heroic and intensely patriotic people, the Swiss, have no language of their own, French being the official and almost

# Leslie's Export Promotion Bureau

Conducted by W. E. AUGHINBAUGH

**EDITOR'S NOTE.**—In this article Mr. Aughinbaugh points out some of the pitfalls that prospective exporters to Latin-American countries should know and avoid. He also makes timely suggestions as to the best methods of putting goods on foreign markets. He will gladly give full and accurate answers to any inquiries from firms or individuals seeking to open up new lines of trade for the United States. He has spent twenty years gaining this information. It is at the service of any reader of LESLIE's who will address his inquiries to LESLIE's Trade Export Bureau, 225 Fifth Avenue, New York City.

**T**HE registration of trade-marks should be the first duty of a trade representative on his arrival in Latin-American countries. He should have a power of attorney authorizing him to act in this capacity. This paper may be prepared by any attorney and should be in Spanish for all countries excepting Brazil, where the language is Portuguese. This document should be sworn to before a notary public, whose signature should be certified to by the Secretary of State for the State wherein it is executed, and whose seal and signature should in turn be certified to by the Secretary of State for the United States, whose seal and signature should finally be certified to by the Minister or Ambassador for the country wherein registration is desired. For each country a separate set of papers of this nature will be required.

When one considers that about 80 per cent. of the population of South America cannot read or write, and therefore recognize an article by some distinguishing sign or character, the value of a distinctive trade-mark becomes obvious.

Once your trade-mark is established, no matter how crude it may be, never change it. To illustrate: the Chinese are great consumers of canned salmon, and our Western fisheries supply the article. One firm in San Francisco had a brand famous among the Celestials. The label showed a gaudily colored salmon with the wrong number of fins, and tail elevated, in the act of leaping over a waterfall, down stream, with a background of cocoanut trees. The trade-mark was known all over the Flowery Kingdom. But the head of the house had a son just from college who started to clean up things. His cultivated eye at once saw that the label of the brand was all wrong. Salmon are not colored like the rainbow; they leap up stream only, and in doing so do not curve their tails over their backs; and horror of horrors—no cocoanut trees grow in the vicinity of the salmon's habitat. So the label was reconstructed, and made scientifically correct. When the goods with the new label got to China no one would buy them. "No same chop," was the laconic reply when a Chinaman was assured that these were the old and well-known goods in a new dress. Argument was useless. The brand completely lost

its market. I knew one merchant in Hong-Kong who was forced to dump two car-loads of this salmon into the sea.

The laws of most of the Latin-American countries allow anyone to register a trade-mark, whether he owns it or not. A class of men in that part of the world make a specialty of registering trade-marks, knowing that, sooner or later, a well-advertised article may get into the local market and then they can "hold up" the legitimate proprietor and extort money from him for his own property. I know of two extensively advertised American patent medicines,

representative, familiar with affairs of this nature, it can be quickly adjusted. The price to be paid depends on the individual units of the commission, and some time must be spent in accomplishing the deal. The best way to approach these boards is through introductions to those in power.

Many Latin-American countries require that all representatives pay what is called locally a "Traveling Man's Tax." In one country this, if paid, would amount to about \$5,000, while in another the sum asked is \$500. This subject may be dismissed by stating that through the local business connection that a representative will make the problem can be properly and satisfactorily handled. Experienced men never pay this tax.

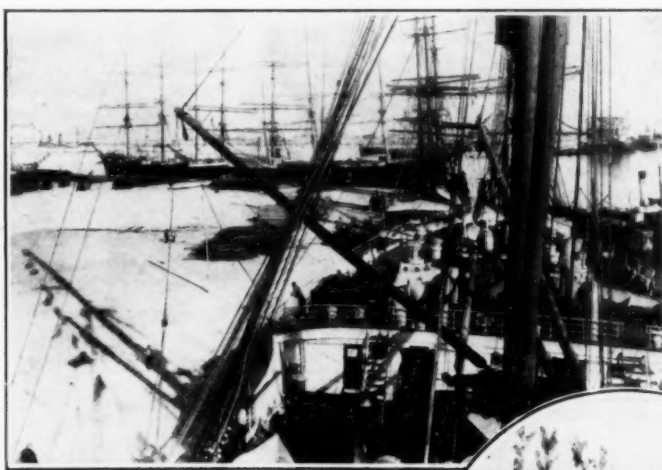
It is apparent that with the procrastination so typical in these favored lands of the sun, some weeks will be required in each country by an Ambassador of Commerce, on his first trip, in ironing out the complications sure to develop. It will be time well spent. Besides serving to acquaint him with South American methods he is preparing a business chart, noting possible reefs, and erecting commercial light-houses, so that when at last the ship is launched on this sea of commerce, there will be no wreck.

The next question for consideration is the subject of duties and how to proceed to properly establish your business connections. No European

country has a preferential duty over the United States with any Latin-American nation. This condition of affairs is decidedly in our favor, and reflects great credit on South American statesmen, for I am creditably informed that practically all commercial Europe tried to force such a condition into their treaties with our sister republics. But the Latin-American, always an able diplomat, skillfully parried these business thrusts, and it is due to his foresight and not ours that the United States is able to come into these markets on an equal footing with the rest of the world.

These are three methods of developing business abroad. Each one is worthy of serious and careful consideration. Owing to local conditions it may be unwise to endeavor to build up your trade in all countries by the same means.

(Continued on page 352)



THE WATER FRONT OF MONTEVIDEO

This city, the capital and principal port of Uruguay, has a population of about 150,000. Its principal exports are beef, hides and other animal products. Its imports include all sorts of manufactured goods suitable to the tastes and needs of the people.

one of which paid \$28,000 to use its own trade name and the other \$25,000. A mineral water company paid \$2,500, and felt that it got off very cheaply. A well-known typewriter company, refusing to pay the excessively high sum asked by the local Dick Turpin for the right to use its own trade-mark, changed its name. I could fill pages with similar instances.

Articles of food or medicine must be passed by the local Pure Food Commission of the country where you expect to sell them. This, I regret to say, in most Latin-American countries is a mere matter of financial negotiation. In the hands of a trained



SOME CITIZENS OF BOLIVIA

A native band in La Paz. Most of the people of Bolivia are wholly or part Indian, and they will not buy the same lines of goods that are salable in the United States. A careful study of the market is a necessary preliminary to opening an export trade.

up your trade in all countries by the same means.

## Watching the Nation's Business

Interesting Side-Lights on What Congress is Doing with Your Money

By OSWALD F. SCHUETTE, LESLIE'S WEEKLY Bureau, Wyatt Building, Washington, D. C.

**EDITOR'S NOTE.**—The public, generally, takes too little interest in the conduct of its own affairs by its paid representatives at Washington. We propose to give LESLIE's readers a knowledge of what is going on at the national capital. Mr. Schuette will write briefly and interestingly of these matters and will cover a wide range of topics. It will pay you to watch for his articles.

**T**HE NATION'S BUSINESS! The vital interests of 100,000,000 people center at Washington. In ten years this interest has grown by great leaps. Each year and each session of Congress have added new statutes that increase the activities of the government at Washington, until today there is scarcely a line of human endeavor that is not vitally involved in the governmental machinery.

It is particularly interesting to note that the greatest steps in this increased concentration of governmental power at Washington have been taken by the Democratic party and under the pressure of Democratic influence. Once the great defender of "State Sovereignty," and the greatest opponent of a strong government at Washington, the party of Jefferson has become federalistic.

The present Congress—the first in 20 years in which the Democrats have controlled both houses, as well as the White House—has enacted two laws creating governmental commissions with powers almost as great as those of the Supreme Court itself,—the Federal Reserve Board and the Federal Trade Commission. The Federal Reserve Board has complete control over the new Federal reserve system which combines into one gigantic organization the 7,500 national banks of the country. Besides, at



JOSEPH E. DAVIES  
Who may be appointed Chairman of the Federal Trade Commission. He has just resigned as Secretary of the Democratic National Committee.



H. PARKER WILLIS  
Secretary of the Federal Reserve Board. He helped to draft the law that created this body.



SHERMAN ALLEN  
Assistant Secretary of the Federal Reserve Board. He was formerly Assistant Secretary of the Treasury but resigned to accept the new place.

least 1,000 state banks will participate in this system. These banks represent an aggregate of capital and surplus of practically \$2,000,000,000 and total resources of more than \$12,000,000,000. Think of the terrible power vested in such a governmental board. This Board has named H. Parker Willis, an expert on financial theory, who aided in drafting the Federal reserve act, as its secretary, and Sherman Allen, formerly Assistant Secretary of the Treasury, as its assistant secretary.

The Federal Reserve act, however, is not yet in operation as there has been a long delay in naming the "Class C directors" of the regional banks. As a result, the country found itself compelled to fall back on the Aldrich-Vreeland

emergency currency law when the European war precipitated a financial crisis. The Democrats had fought this bill vigorously, but when the test came they were eager to leave their own theories untried and to step back on the safer ground of the Republican statutes. It must have been an interesting experience for Messrs. Aldrich and Vreeland to discover that their greatly maligned measure had been given precedence by a Democratic administration over Democratic theories.

### Plans of Federal Trade Commission

But even a greater field is that controlled by the new Federal Trade Commission. So vast is its power and so great the responsibilities conferred upon it that President Wilson will not appoint the members until the December session of Congress. These will be five in number, of whom two must be Republicans. The biggest task imposed upon this commission will be the prevention of "unfair competition" among interstate corporations, and it is vested with almost plenary powers of investigation and control.

It is generally expected that Joseph E. Davies, of Wisconsin, will be named as first chairman of this commission. Mr. Davies is now the United States Commissioner of Corporations. Mr. Davies was the western chairman and secretary of the Democratic National Committee and handled the Wilson campaign in the West, as well as its financial features there. Republican leaders in the Senate objected to a man who had been involved in the finances of a presidential campaign being allowed to hold the strategic post of Commissioner of Corporations.

(Continued on page 355)



# People Talked About



**THE OLD MAN WHO RULES BELGIUM WITH A YOUNG HAND**

Field Marshal Kolmar von der Goltz, the military governor of that part of Belgium under German occupation, is 71 years old, but as active as a young man. He has been stern but just with the conquered Belgians. Years ago he trained the Turkish army, and more recently he promoted the "Jung Deutschland," an organization similar to the Boy Scouts. He is one of the Kaiser's most trusted generals.



**REBUKED BY THE PRESIDENT**

Rustem Bey, the Turkish Ambassador to Washington, recently gave out an interview in which he commented severely on negro lynchings and other matters domestic to this country. President Wilson requested him to abstain from such criticisms, which are not considered becoming in the official representative of a foreign power. His remarks were prompted by the indignation in this country over the recent abrogation of treaties guaranteeing certain privileges to American citizens in the Ottoman Empire.

**GIVES UP HER HOME TO WOUNDED SOLDIERS**

The Countess of Stradbroke has turned her home, Herham Hall, Suffolk, England, into a hospital, and has equipped it with 100 beds for wounded soldiers. The photograph is of her with three of the nurses that she has provided. Nearly all of the ladies of England are working to relieve the suffering caused by war.



**GERMAN ROYALTY IN A MERRY MOOD**

This picture of members of the Kaiser's family was taken before the war plunged the whole Empire into mourning. From left to right they are: Prince August Wilhelm, Princess Eitel Friedrich, Crown Prince Friedrich Wilhelm, Crown Princess Cecelia, Prince Eitel Friedrich, Princess August Wilhelm. The three princes are at the front with the German army. Their youngest brother, Prince Joachim, was wounded in the leg by shrapnel, but is recovering.



**AMERICAN WOMAN AS WAR NURSE**

Mme. Slavko Grouitch, wife of the Serbian Assistant Secretary of Foreign Affairs, formerly Miss Mabel Dunlop, of Virginia, has organized a corps of Red Cross nurses. Their work will be done under her personal direction. She organized hospital work during the Balkan war.



**GRAND DUKE A PRISONER OF WAR**

The governor of German Togoland, in West Africa, was Grand Duke Adolf Friedrich of Mecklenburg-Schwerin, and he was captured together with his little force of soldiers, by a British expedition, and is now a prisoner of war. He has considerable reputation in the scientific world as a naturalist.



**BELGIUM'S BOY SCOUT HERO**

Joseph L. Leyssen, a boy scout, has been presented with the bronze medal of merit by King Albert. He has an almost abnormal faculty for slipping past sentries, and has made six secret trips with official dispatches, from Antwerp to Brussels, since the latter place was occupied by the Germans. He has also captured two engineers and one uhlan, and detected two spies dressed as priests. In five battles in which he has engaged he fired a total of 500 rounds from his automatic pistol.

# Two Captains of a Great Industry

By JOHN A. SLEICHER

HOW many Americans recall the name of Edwin L. Drake? He was said to have been a conductor on the New Haven Railroad, fifty-five years ago. Then he was employed at Oil Creek, Pa., to drill a well for oil and on August 27th, 1859, his work was done and his well went down in history as the first ever drilled for oil in the United States, "and with it," says the *Standard Oil Bulletin*, from which we get these facts, "the modern oil industry had its birth." The petroleum is today one of the foremost of all our productive factors in the development both of domestic and foreign trade. We need not dwell on its magnitude. It is sufficient to say that in the production of petroleum and its products, the United States leads all the world. For the year ending June 30, 1914, the value of petroleum and its products exported from the United States was nearly \$159,000,000, or more than twice the amount exported ten years before in 1904. The output of petroleum in the United States is greater than that of all the rest of the world.



THE PIONEER OF OIL PRODUCTION  
Colonel Edwin L. Drake, who a half century ago opened up the marvelous wealth of the petroleum field.

But if we have forgotten Drake, those residing near the scene of his great triumph still remember him with pride. On August 27th, last, "Drake Day" was celebrated in Titusville with great enthusiasm and warm tributes to the memory of the pioneer of Oil Creek were paid by oil men throughout the United States. Three years ago the Drake Memorial Museum was founded at Titusville to commemorate the name of Colonel Drake and to collect and preserve the history of the development of petroleum. Upon its walls, tablets will be placed, inscribed with the names of the early pioneers of oil throughout the world. The exhibits of the museum will include models of early derricks and machinery of the first oil fields of Pennsylvania, and a collection of lamps and appliances for generating artificial light dating back over 4,000 years. The first building of the Museum group is now approaching completion. The project is being carried on by individual and company contributions from those interested in the oil industry.

Drake's successful completion of the first oil well recalls the rush to Oil Creek. It was wilder than the rush ten years prior to California, after the famous gold strike. Oil City sprang up almost overnight, at the mouth of Oil Creek. The village changed to a bustling city and the valley of Oil Creek was transformed. Derricks took the places of trees, while engines, shacks and temporary hotels dotted the landscape. The rise in the value of properties was enormous. Farms which sold for \$10 an acre were suddenly worth from \$6,000 to \$10,000 an acre and one plot of two acres which had a producing well sold for half a million dollars. A sterile farm of 50 acres which had been traded for a yoke of oxen was bought by a speculator for \$3,500—and when oil was found upon it, its new owners refused \$4,000,000 for it.

In 1861, the first gusher was brought in. Before that, oil had been pumped at the rate of 18 or 20 barrels a day, but the new gusher threw out thousands of barrels every twenty-four hours and swamped the oil market until a barrel of oil could be bought for as little as 10 cents. Wild speculation in oil properties and in the shares of oil companies, genuine and spurious, resulted. Fortunes were made and lost in a day. This was the early history of the petroleum industry of the United States. It is the irony of fate that beginning as it did in reckless speculation, it was developed into what is generally conceded to be the most efficient business organization the country has ever known—the organization established by Mr. John D. Rockefeller and his associates.

It is a curious coincidence that a few days after the celebration of Drake Day at Titusville, Mr. and Mrs. John D. Rockefeller quietly observed their golden wedding, surrounded by their children and grandchildren, at their home in Pocantico Hills, New York. And shortly before this event, a ship built in an American shipyard for an American corporation was launched at Newport News, Virginia, to augment the American merchant marine and was christened by Mrs. A. C. Bedford with the name of John D. Rockefeller. A banquet followed the successful launching of the largest oil tank steamer ever built in the country, a

sister ship of the *John D. Archbold*, launched in the same shipyard last January.

On this occasion, Mr. A. C. Bedford, Vice President and Treasurer of the Standard Oil Company of New Jersey, was called upon to speak. He took occasion to disclose the deep appreciation of Mr. Rockefeller and his life work, felt by all who have been intimately associated with him for many years. The speech was not intended for the public. It was a personal tribute of one who had been brought into close business and personal relations with the great captain of industry and who spoke from his heart. The characteristic incidents in Mr. Rockefeller's career which he recalled were especially interesting. Mr. Bedford's address, with the light it throws on the career of one of the most notable self-made Americans, will be a revelation to most of our readers. He said:

I would like to talk to you, not of this ship, but of the man whose name she bears; the man who, more than any other, perhaps more than any hundred others, is responsible for the development of the American oil industry to the point where it brings one hundred million dollars of foreign gold into the United States every year. I would like to talk to you a little about John D. Rockefeller, the man.

John D. Rockefeller is known the world over as a master of millions—his name a synonym for riches and success. But he has not yet received the real recognition which is his due, not simply as a great business man, but as a great benefactor, one who has rendered most notable and unselfish services to mankind. You are familiar in a general way with Mr. Rockefeller's gifts to the causes of education and science—the schools and colleges he has endowed—the hospitals and other institutions he has helped, but I think the appreciation of the bigness of his ideas and of the bigness of the man who is working out these ideas is at present clearer and keener abroad than it is here. In Berlin, in London, in Paris, and in Vienna the eyes of the scientific world are steadily fixed on the Rockefeller Institute off by the East River on Sixty-sixth Street, New York, and here, too, it will not be long before the money-maker will be forgotten in the marvel of the magic he worked.

It is not only that Mr. Rockefeller made Nature yield her riches in millions. He has made those millions serve mankind. It is not only that he gave profitable work to thousands and thousands of men and women, not only directly made homes and comforts possible for thousands more; but he took crude oil out of the earth and turned it into schools and colleges. He took crude oil and found a cure for spinal meningitis and the deadly hookworm, new tests for blood poisoning, new treatments of hydrophobia, new ways of cutting down the death-rate of infants, and saving the lives of thousands of babies yet unborn. It is a wonderful ideal that he has conceived, a stupendous task that he has set, for he is not trying to cure or relieve individuals, so much as to destroy causes that make for disease, and to supply a remedy for these causes and conditions that will be permanent.

He is trying to lift the whole world to a higher plane of health and happiness. His lifetime has coincided with the most remarkable era of practical and scientific achievement, new discoveries in medicine and mechanics, and in the whole field of research; and he has combed the universities and laboratories of the world in the effort to gather

together the most able scientists, and turn them loose on their work of lessening the sum of human misery. Other names may be linked in later days with many of the discoveries and achievements—Simon Flexner, the German; Alexis Carrel, the Frenchman; Hideyo Noguchi, the Japanese; these are some of the names that will go down in medical history, but it is John D. Rockefeller who has made many of their achievements possible. He has cared nothing for the fame or the credit; he has been content to remain far in the background; but none the less has been building and improving along the line of human service and betterment.

Recognition indeed is already beginning to appear, and it was only the other day that I read in the *New York Evening Journal* the following tribute to what he is doing for this and succeeding generations:

John D. Rockefeller, like a sort of benevolent financial providence, is giving the people health for the millions in oil that they gave him. Some view with alarm the enormous fortune of Rockefeller, but they need not. The bargain that the people made was a good bargain. They may congratulate themselves on having

given to Rockefeller thousands of millions of dollars' worth of oil, and taken from him in exchange, by intelligent spending of a small sum on his part, tens of thousands of millions of dollars' worth of health. It was a good bargain. If you are ever inclined to join with Upton Sinclair and worry about the Rockefeller fortune, say to yourself, "It does not matter to me who owns the Atlantic Ocean as long as I can sail on it." It does not much matter whether John D. Rockefeller owns one thousand millions, as the average man thinks, or two or three thousand millions, as others believe. He may own the ocean of money, but he isn't drinking it up, wasting it, and pouring it down a rat hole. It will all be here when he is gone—and meanwhile he is using it for the people considerably better than the public servants use the public money for the people.

Mr. Rockefeller has been described as a secret, silent, grave, and self-centered man. He has struck some as seeming lost in a world of strangers, and very lonesome, but in reality his sympathies are of the broadest, and, while it is true he never cared much for society, in the ordinary sense of the word, it is his fellow-men who give him his most constant food for thought. His own amusements are simple and few. His chief pleasure and his chief activity come where he finds himself in touch in the broadest sense with his fellow-men. He said once,

It is a mistake to assume that the possession of money in great abundance necessarily brings happiness. The mere expenditure of money for things, so I am told by those who profess to know, soon palls upon one. The novelty of being able to purchase anything one wants soon passes, because what people most seek cannot be bought with money. The very rich are just like all the rest of us, and if they



GUESTS AT THE LAUNCHING OF THE JOHN D. ROCKEFELLER  
A group of those who participated in the christening of the great tank steamship at Newport News. Left to right they are: Mrs. A. C. Bedford, the sponsor; A. C. Bedford, Mrs. D. T. Warden, E. T. Horwill, A. L. Hopkins, Mrs. E. T. Horwill, matron of honor.

get pleasure from the possession of money, it comes from their ability to do things which give satisfaction to some one besides themselves. As I study wealthy men, I can see but one way in which they can secure real equivalent for money spent, and that is to cultivate a taste for giving where the money may produce an effect which will be a lasting gratification.

This is not the thought of a selfish or self-centered man, yet it needs only very little consideration of Mr. Rockefeller's life in the past fifteen or twenty years to convince one that it is the one thought more than any other which has dominated him; and the same thought, or thought closely akin to it, was active in his mind while he still was engaged in business and had not yet turned his chief attention to what may be described loosely as charity and endowment work. Here is another statement he has made of the faith that is in him:

The best philanthropy, the help that does the most good and the least harm, the help that nourishes civilization at its very root, that most widely disseminates healthy righteousness and happiness is not what is usually called Charity. It is, in my judgment, the investment of effort or time or money, carefully considered with relation to the power of employing people at a remunerative wage, to expand and develop the resources at hand, and to give opportunity for progress and healthful labor where it did not exist before. No mere money-giving is comparable to this in its lasting and beneficial results.

It always seemed to me that there was a wide significance in one little story he tells of his childhood. There had been trouble in school that day, and the word of it had reached home ahead of him. His mother wasted no words, and the whipping was well under way before young John D. had a chance to explain he was innocent in the matter.

"Never mind," said Mrs. Rockefeller, "we have started in on this whipping, and it will do for next time."

It will be seen that thoroughness was a dominant trait of Mr. Rockefeller's family, and this spirit of thoroughness has shown itself very clearly in John D. Rockefeller himself.

It has never been Mr. Rockefeller's method to "pray for rain," in the sense of idly hoping for good results where strenuous efforts might insure them. He was always a hard worker and had a wonderful knack of inspiring those who were with him to their best work. But he was essentially a head-worker, not a driver of men. They tell an old story of him in the days when the head office of the Standard Oil Company was still in Cleveland.

He went into the office of a man who had recently become associated with the company in a somewhat responsible position. After a few minutes of general talk he suddenly asked: "Has anyone given you the law of this office?" It is this: No one does anything if he can get anybody else to do it. You smile, but think it over. You are responsible for your department; but as soon as you can, get someone whom you can rely on, train him to do the work, sit down, cock up your heels, and think out some way of doing more and better business." The story serves as a partial illustration of Mr. Rockefeller's wonderful gift for organization—the big, broad view that taught a man to take hold of a piece of work, master it and put it behind him for others to carry through to the detailed end, while he himself was free to go on to bigger and more important tasks.

It was a rule that encouraged men to make their own opportunity; that gave them the best possible chance of development and at the same time built up an organization in which every man was not only thoroughly fitted for his own job, but was pretty well prepared to take up the job

(Continued on page 355)



LARGEST OIL TANKER IN THE WORLD

The steamship *John D. Rockefeller* as she slipped off the ways at Newport News.



# Rheims Cathedral Struck by War

By MARTIN MARSHALL

**T**HE reports that the Cathedral at Rheims had been destroyed moved the whole civilized world to protest and saddened many Americans, who have loved its noble beauty. In all probability, however, the Cathedral can be restored, though it is sure that the wonderful windows of stained glass cannot be replaced in their original beauty, since the art of making glass, such as was used in them, has been lost for seven centuries.

The walls and towers stand, and while the roof has been destroyed by fire, and the walls pierced by shells, the damage is probably not beyond repair. In 1870 the German artillery fire badly injured the great Cathedral at Strassburg, but it was so successfully restored that to-day it shows scarcely a mark of the combat.

The statue of Joan of Arc, which stands in front of the Cathedral at Rheims, was not much damaged by the bombardment, though it is said that not a house around the square in which the Cathedral stands escaped destruction. The Germans had occupied Rheims from September 4 to September 17, using the Cathedral for a hospital. When they retreated 130 wounded German soldiers were left lying on straw in the cathedral, and when the

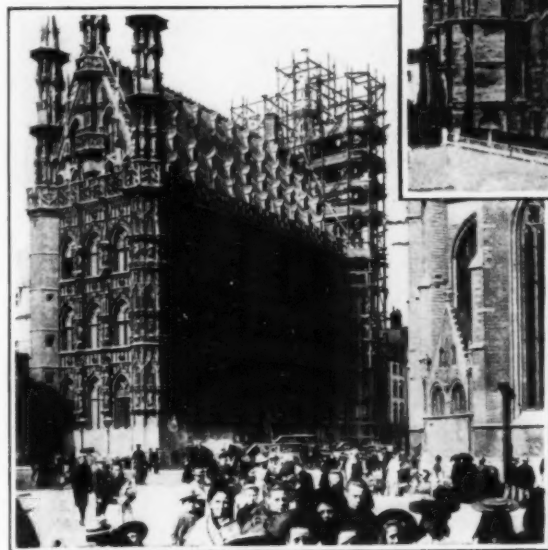


## THE MOST PERFECT EXAMPLE OF GOTHIC ARCHITECTURE

Critics say that the Rheims cathedral has no equal amongst the Gothic structures. The towers were never completed, having been designed as spires.

Germans later bombarded the building, because, as they allege, the French were using it for an observation tower, the straw was set on fire and a number of the wounded were burned alive.

Rheims Cathedral was built in the thirteenth century. It is 425 feet long, and bears upon its façades more than 500 statues of saints, angels, martyrs and figures from ecclesiastical history. The kings of France were crowned in this



## HOTEL DE VILLE, LOUVAIN

The one building in the doomed city that escaped damage.



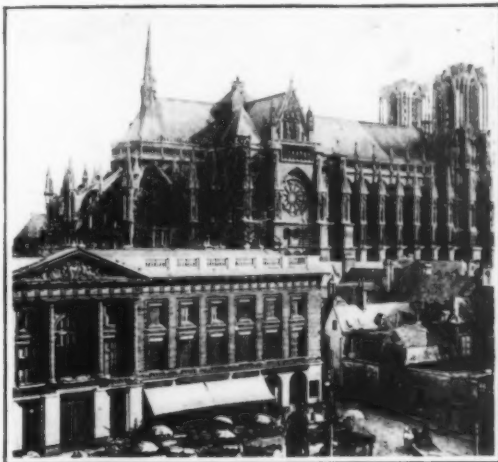
## STATUE OF JOAN OF ARC IN RHEIMS

The German fire has only chipped the pedestal, and the figure is uninjured.



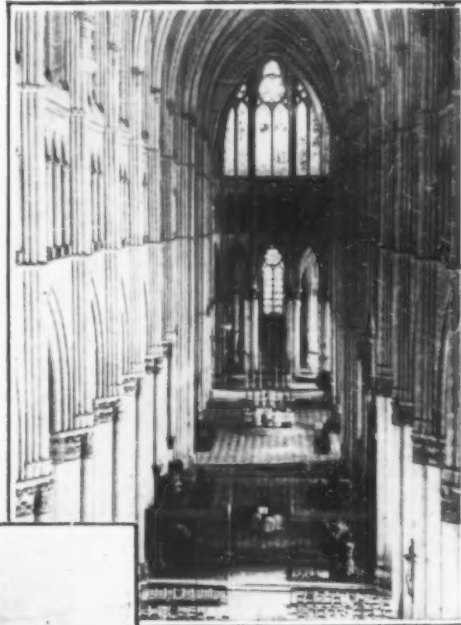
## THE CORONATION OF CHARLES VII IN RHEIMS

Joan of Arc put him on the throne, and assisted in his coronation in the historic old cathedral. The city of Rheims has always been closely associated with the story of Joan of Arc, and many tourists have been drawn there by that fact. The city is rich in legends, one of the best known being that of the wicked *padre* law that was excommunicated by the good bishop.



## SIDE VIEW OF THE RHEIMS CATHEDRAL

This wonderful building is equally beautiful from whatever point it is viewed. In this picture we also get a glimpse of the quaint, old town.



## NAVE AND CHOIR OF CATHEDRAL

Many of the priceless tapestries and paintings were removed from the cathedral before the German occupation, and so were saved. It was in this part of the building that the wounded soldiers were burned to death. It is said that the fire spared some of the paintings and waxen figures that remained on the walls. The latest reports indicate that the wonderful windows are badly damaged.



## LOUVAIN UNIVERSITY AS IT LOOKS TODAY

Once the leading University of Europe, and even up to the time of its destruction one of the great seats of learning, its fate caused a world-wide wave of indignation.

# Pictorial Digest of the World in War

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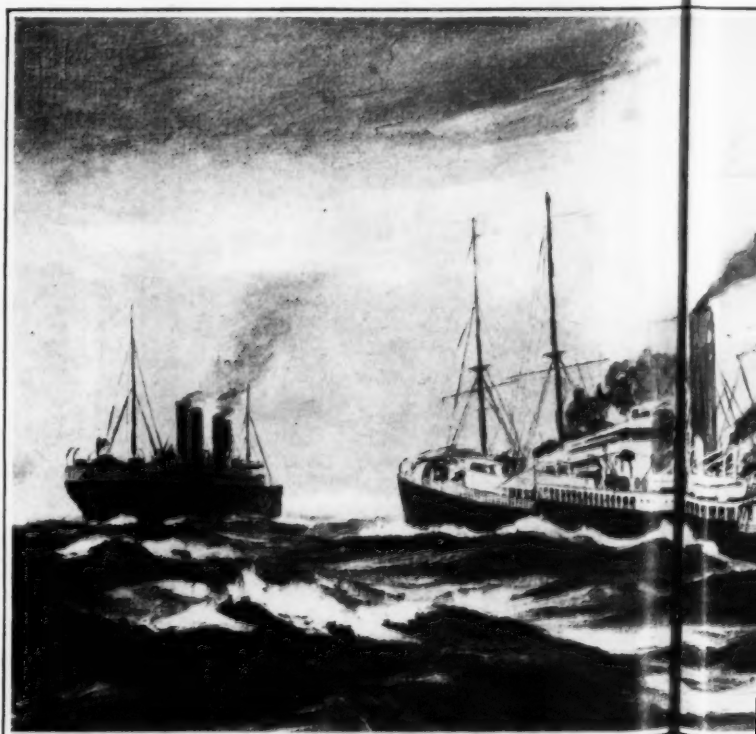
**BELGIANS FLOOD THE GERMAN ARMY. DIE BELGIËR SETZEN DAS VON DER DEUTSCHEN ARMEE BESETZTE GELÄNDE UNTER WASSER. LES BELGES INONDENT LES TERRAINS OCCUPÉS PAR L'ARMÉE ALLEMANDE.**

This drawing, made from a description by an eye-witness, shows how the Germans were overwhelmed by the waters of the sea when the defenders of Antwerp opened the dykes to the southeast of the city and flooded the country around Termonde. The water rose so rapidly that much of the German artillery was lost in spite of the most heroic efforts to save it, and many soldiers were cut off and forced to climb trees to escape drowning. They were later captured by boats. It is stated that the German losses amounted to nearly 4,000 killed, wounded and captured. The Belgians assailed them savagely while they were struggling in the water. The possibility of flooding a large area around Antwerp constituted one of its strongest defenses.



**HELPING REFUGEES ON THEIR WAY. HILFE FÜR FLIEHENDE FAMILIEN. AIDANT LES RÉFUGIÉS SUR LEUR ROUTE.**

A scene pictured from a description by a British soldier. It occurred during the retreat of the Allies from Mons, when the British placed women and children on their wagons, and so helped to get them out of the zone of battle. Belgians by the thousands fled from their homes on the approach of the hostile armies, and as they were obliged to go on foot they had great difficulty in getting away from the scenes of carnage. The soldiers divided their rations with those who were hungry.



**SHIP WORTH MILLIONS SUNK BY GERMAN CRUISER. EIN MILLIONEN WERT VERSENKT WURDE. NAVIRE QUI A CÔTÉ DES MILLIONS C.**

The British merchant ship *Kaipara* was captured August 16, by the *Kaiser Wilhelm der Grosse*. Ship and crew were taken off, was set on fire and bombed until she sank. Ship and crew were lost during the war. The *Kaiser Wilhelm der Grosse* was formerly a liner in the New York trade. The greatest feat of the German navy to date was the sinking of three British ships.



# War



**SAILORS SAVED FROM THE SEA BY A SUBMARINE.** DURCH EIN UNTERSEEBOOT AUS DER SEE GERETTETE SEELEUTE. MARINS SAUVÉS DE LA MER PAR UN SOUS-MARIN.  
 Drawn from a description in a letter by a British naval officer, who witnessed this incident of the battle of Heligoland. The *Defender* sunk one of the German vessels and lowered a boat to pick up survivors. The *Defender* was chased by an enemy of superior strength, leaving the boat in the fog, 25 miles from shore, and that shore in the hands of a hostile army. The letter continues: "Suddenly a swirl alongside and up popped his Britannic Majesty's submarine E4 (numbered in war 45), opens his conning tower, takes them all on board, shuts up again, dives and brings them home 250 miles. Is not that magnificent!"



**ALL TOKIO CHILDREN ARE PLAYING AT WAR.** ALLE KINDER IN TOKIO SPIELEN KRIEG. TOUS LES ENFANTS À TOKIO JOUENT À LA GUERRE.  
 A street scene from the Japanese capital that has a touch of human nature in it. Japan's part in the war, so far, has not been important, but many thousands of soldiers have been sent away from home, no one knows just where. Reports that a large force has embarked on a secret expedition either to India or Europe have not been confirmed; yet the completeness of the censorship makes it possible that such a movement could occur without being positively reported.



**IN MILLER'S WERTES SCHIFF, DAS VON EINEM DEUTSCHEN KREUZER**  
 TÉ DES ALLIONS COULÉ PAR UN CUIRASSE ALLEMAND.  
 Drawn from a description of the sinking of the *Hermann*, 215 miles south of Tenerife, Canary Islands, and after the passengers were rescued. The ship was worth \$2,500,000, constituting the heaviest individual loss to British in the Atlantic trade, and was fitted up as an auxiliary cruiser at the beginning of the war. It was sunk by a submarine attack September 22.



**WOMEN FLEEING FROM LOUVAIN.** AUS LOUVAIN FLIEHENDE FRAUEN  
 FEMMES S'ENFUYANT DE LOUVAIN

Before Louvain was burned by the Germans they allowed the inhabitants to escape, and this drawing pictures the flight of a party of refugees escorted by German cavalry. It now appears that the first reports of the destruction of Louvain were exaggerated, and while the city suffered severely it was not entirely destroyed. The rule of the Germans in Belgium is undoubtedly rigorous, but the allegations of barbarities have not been substantiated. War is always accompanied by terrible suffering, but proof that the Germans have been systematically cruel is lacking.



## This Is the Goodyear All-Weather Tread

### Runs Like a Plain Tread But Has Bulldog Grip

This ideal anti-skid tread is an exclusive Goodyear feature. This is how it excels:

It is double-thick, and toughened by a secret Goodyear process. That makes it immensely enduring and difficult to puncture.

It is flat and regular, so it runs like a plain tread, causing no vibration. Its grips are deep and sharp-edged, facing all directions. And they meet at the base so that strains are distributed.

Tires bought at this season should have All-Weather treads. And men are buying them more and more for use on all wheels at all seasons.

### These Tires Are Extra Sturdy

This tread is one of four ways in which Goodyears are extra sturdy.

Our No-Rim-Cut feature is another. It makes rim-cutting impossible.

Another is our exclusive "On-Air" cure. It saves the countless blow-outs due to wrinkled fabric.

Another is our patent method for combating loose treads.

No other maker employs these methods for combating your major tire troubles.

### Hold Top Place

Those are the reasons why Goodyear tires hold the leading place. They outsell any other. Men who once use them adopt them. And so will you.

Any dealer will supply you Goodyears if you say you want these savings.

**GOOD YEAR**  
AKRON, OHIO  
**No-Rim-Cut Tires**  
With All-Weather Treads or Smooth

**THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio**  
Toronto, Canada London, England Mexico City, Mexico  
DEALERS EVERYWHERE

Branches and Agencies in 103 Principal Cities Write Us on Anything You Want in Rubber  
(1889)



THE EFFECT OF THE WAR ON THE AUTOMOBILE INDUSTRY

Two hundred automobile agents from four of the Middle Western States on a visit to the factory whose cars they represent. The demonstrating cars that they took away with them are shown in the background. These 200 agents placed orders for \$20,000,000 worth of cars from the one company.

## Motorists' Column

Motor Department

Conducted by H. W. SLAUSON, M. E.

Readers desiring information about motor cars, trucks, delivery wagons, motor cycles, motor boats, accessories or State laws, can obtain it by writing to the Motor Department, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City. We answer inquiries free of charge.

### A MARVELOUS RECOVERY

IT has been said that the automobile is a luxury; that it will be the first to feel the effects of hard times; and that the ability to sell hundreds of thousands of cars was due only to good times and the abundance of money that was in circulation. And now comes an immense international conflict, when the only great power not at war is so affected by the struggle that its stock exchanges are closed and industrial conditions for a time approached those of panic years.

But what is the effect on the automobile business—the industry that was based on so insecure a foundation as to be the first to be influenced by even rumors of war? For the first two weeks of August, after it was evident that nearly all Europe was to be involved in the struggle and that much of the transatlantic shipping was to be strangled, the automobile manufacturers and dealers were apprehensive—the former cancelled orders and the latter, in consequence, closed their plants. But this for two weeks only, and then came the reaction—a reaction that has raised the automobile industry to the level to which it belongs, and has demonstrated to the world that this is not only one of the largest, but also one of the most solid and substantial of all of our commercial activities.

And what happened? While the six greatest armies of Europe were engaged in the tremendous conflict, the automobile factories resumed operation on such a scale that during the last two weeks of August a vast quantity of cars was supplied, greater by 30 per cent. than that delivered during the entire month of August last year! And these cars were not shipped to create the semblance of prosperity; their production was based on new and renewed orders from customers to dealers, and the market was therefore already created.

Supplementing these encouraging facts are reports from motor car dealers in large metropolitan centers, as well as in rural

communities, who, practically without exception, report business during the months of August and September in the form of actual orders and deposits to be from 15 to 100 per cent. greater than for the same time last year.

Let us take several concrete instances bearing out the statements of the motor car manufacturers, who aver that, regardless of seemingly disturbed financial conditions, 1915 is to be the greatest year in their history. In addition to the remarkable experience of the company cited under the photograph at the top of this column, one dealer handling a popular-priced car has already disposed this year of 900 after having sold 575 in the entire sales year of 1913-14. But this increase is by no means confined to the low-priced cars, for, in the same territory, the agent for one \$5,000 car has increased his sales by 50 per cent. Furthermore, from the intense interest exhibited in the announcement of another company which is to manufacture an eight-cylinder car for \$2,000, it is evident that the well-to-do man with \$2,000 or \$3,000 to spend for a machine will not go without his new car merely because of war conditions abroad.

This applies only to the home market. It is true that practically all of our exports to Europe are cut off, but it is an established fact that the French, German and Belgium factories will be unable to resume their normal output for months, and possibly years, and with the wholesale requisitioning of motor cars for military purposes, and their total destruction that follows in many instances, years will be required before the Continental factories can meet the demand thus established. In the meantime, those Americans who are accustomed to make their annual pilgrimage to Europe may have an opportunity to learn of the joys of motor car touring in their own country—and this to the further benefit of the automobile industry.

### Questions of General Interest

#### Preventing Formation of Carbon

D. N. G.: "What is the best manner in which to use kerosene for loosening carbon that may have collected in engine cylinders after a long run."

A teaspoonful or so may be injected into the priming cocks of each cylinder while the engine is still hot. A more thorough way, however, is to turn off the gasoline while the motor is still running and then inject, through the intake pipe, sufficient quantities of kerosene to enable the motor to run upon this as a fuel. If a pint or so is used in this manner once a week, the cylinders should be kept reasonably free of carbon.

#### Effect of Tire Sizes on Speedometer Reading

L. T. C.: "My car is regularly equipped with 32x3 1/2 inch tires, but I have recently placed the over-size type (33x4 inches) all around. Can you tell me just what effect this would have on my speedometer readings?"

Inasmuch as the total diameter of the wheel including the tire is now 33 inches instead of 32 inches, the distance traveled at each revolution will be 1-32 greater than was formerly the case. During these revolutions, however, the speedometer will of course register the same, and therefore the error both in speed registered and in mileage covered will be 1-32, or approximately 3 per cent., lower than is actually the case.

#### Effect of Retarded Spark

E. F. K.: "While running my car the other evening I noticed suddenly that it seemed to lose power, although the motor fired regularly and ran with wonderful smoothness. Opening the throttle,

however, hardly served to furnish sufficient power for me to reach the garage on second speed, and I then noticed that the water was boiling furiously. My car is not subject to overheating, and I wondered if there was not a connection between the two troubles."

From the fact that your motor fired regularly but seemed to lose power and overheated, it would seem that your spark was not fully advanced. I feel quite certain that a clamp or nut on your spark control rod has slipped so that advancing the spark at the steering wheel has no effect on the commutator of the magneto. As the spark lever is moved, look to see if there is a corresponding motion of the commutator, and if not, find out where the motion is lost, and you will have discovered your difficulty.

#### Gasoline Prices and the War

B. S. T.: "Do we not import large quantities of crude oil from which gasoline is obtained from Russia and other portions of Europe, and if this is so will not the present European war result in a shortage of gasoline that will cause prices to rise?"

It is stated on the authority of one of the officers of a large oil company that the supply of crude oil in this country is ample for a year or so to come, at least, and that as the foreign fields have not been sufficiently developed to play an important part in the supply of this country, we need have no apprehensions of undue increase in prices caused by the present conflict for at least two years.





## Some of the "Whys" of the Eight-Cylinder Cadillac

The superior steadiness of the Eight-Cylinder Cadillac has its source in several causes, each and every one of them scientifically exact.

This superlative smoothness, in other words, is not left to chance, but is the positive result of positive principles.

And these positive principles exert secondary influences, each of which, in turn, contributes to the same desired end.

Translated into the simplest language, eight cylinders mean greater continuity in the generation of power. The greater the degree of continuity, the greater the smoothness, and the less the vibration, of course.

This, then, is the main and primary source of that steadiness which makes you forget that an engine is at work carrying the car forward.

The power impulses are not "almost" continuous, but actually and completely continuous, so that you are assured that the riding qualities of the car are as scientifically smooth as they can practically be made.

And then there are added to the main principle, the supplementary advantages which accrue from the very nature of the V-type engine—every one of them tending, again, to lessen vibration.

The crankshaft in the Cadillac V-type eight-cylinder engine, for instance, is but 26 $\frac{1}{16}$  inches long, between the outer ends of its rear and forward bearings.

Experienced motorists, familiar with the periodic vibration or "thrashing" which is characteristic in engines requiring a long crankshaft, will recognize immediately the beneficial effect of the lesser length.

The cam shaft, which is driven by a silent chain from the crankshaft is likewise shorter, and another tendency toward periodic vibration is thus removed.

All of the reciprocating parts, including pistons, connecting rods, valves, etc., are very much lighter, a fact

which in itself contributes very largely to smoothness and absence of vibration.

Again, the "smashing" force with which the power impulses are ordinarily applied, is eliminated in this Cadillac Eight-Cylinder engine because the application of power is distributed over eight pistons—an impulse every quarter turn of the fly-wheel—another element contributing to smoothness.

The impulses overlap so completely that they melt and merge, as we have said before, one into another. When one power impulse is but half way on its stroke, another impulse begins and the impact on each is relatively light.

No severe shock or jar is communicated in these explosions. The process is not a succession of hammering blows, but rather like the touch of light and expert fingers sweeping the key board of a piano with almost incredible speed.

The net result is that unique sensation which tends to make you forget the presence of the engine—that sense of buoyance and of being borne forward by some means other than mechanical.

The basic power principle would not, of course, exercise its highest efficiency if it were not supplemented and supported by that painstaking construction in every other part of the chassis which is characteristic of Cadillac execution.

The car is not merely "a" car with a V-type eight-cylinder engine, but an Eight-Cylinder Cadillac with each and every part and function in tune and harmony.

We are serenely confident that after the first ride, your own expressions of delight will go far beyond anything we may have said in these announcements, or any enthusiasm that may be expressed by the Cadillac dealer.

### STYLES AND PRICES

Standard Seven passenger and Five passenger cars, Four passenger Salon and Roadster, \$1975.

Landaulet Coupe, \$2500. Five passenger Sedan, \$2800. Seven passenger Standard

Limousine, \$3450. Berline type Limousine, \$3600. Prices F. O. B. Detroit.

**Cadillac Motor Car Co. Detroit, Mich.**

## The Headline Attraction

in the Smartest Stores is Famous Holeproof Hosiery

In countless stores you will see these hose displayed—to gain other steady buyers.

For, once you try Holeproofs, your whole family will wear them. They are too good to be forgotten.

Six pairs of cotton Holeproofs for men, women and children are guaranteed to wear six months without holes. If any of the six pairs fail within that time, we will replace them with new hose free.

Three pairs of silk or silk-faced—for men or women—are guaranteed three months. Nearly 2,000,000 people now wear them because Holeproof Hose last. We pay for our cotton yarns an average of 74c per pound. Common cotton yarns, selling for 32c per pound, will never do for Holeproofs.

### At All Holeproof Dealers

The genuine Holeproofs are sold in your town. Write for dealers' names and the free book that tells about Holeproofs. We ship direct, charges paid, where no dealer is near.

\$1.50 per box and up for six pairs of men's cotton Holeproofs; \$2.00 per box and up for six pairs of women's or children's in cotton; \$1.00 per box for four pairs of infants' in cotton. Above boxes guaranteed six months. \$1.00 per box for three pairs of children's cotton Holeproofs, guaranteed three months. \$2.00 per box for three pairs of men's silk Holeproof socks; \$3.00 per box for three pairs of women's silk Holeproof stockings. Boxes of silk guaranteed three months. Three pairs of Silk-Faced Holeproofs for men, \$1.50; for women, \$2.25. Three pairs of Silk-Faced guaranteed three months.



C. H. N. CO.

## Holeproof Hosiery

FOR MEN, WOMEN AND CHILDREN

Holeproof Hosiery Co., Milwaukee, Wis.

Holeproof Hosiery Co. of Canada, Ltd., London, Canada  
Holeproof Hosiery Co., 10 Church Alley, Liverpool, England



Every woman should also examine Holeproof Silk Gloves. Made of the best quality silk with reinforced finger tips that are guaranteed to outwear the gloves themselves.

**Holeproof**  
SILK GLOVES  
FOR WOMEN

These are the durable, stylish gloves, in all sizes, lengths and colors. Write for the free book about these gloves and the name of your dealer. (591)



By invitation, member of the World Association of Retail Dealers.

## The Big Man of Our Town

"Uncle Joe" Cannon of Danville

By R. M. McCABE

"UNCLE JOE" CANNON in Danville, Illinois, is a different man than he is—or was—in Washington, D. C. Here they call him "Uncle Joe" too, but it is more than a nickname; they mean it. It seems to express a feeling of real relationship, for to the majority in this, the Eighteenth Congressional District, "Uncle Joe" is as well known, and much more affectionately known than many uncles of blood relationship. The aspiring young lawyer calls him "Uncle Joe." The newsboy on the street, the barber behind the chair, the pastor of the church, the least important member of the Suffrage Association, all say "Uncle Joe," and it sounds as though they meant it.

In our town "Uncle Joe" is oracle and sage. He is financial advisor. He can tell the man of speculative mind what stocks to buy. He can talk, and wisely too, to the farmer about crop rotation. He is consulted as to political moves, and his advice is usually acted upon.

Today "Uncle Joe" may be seen on the street clothed in that sadly misshapen "Palm Beach" suit and badly wrecked Panama hat talking to a group of business men and Commercial Club members concerning some improvement for Danville. Tomorrow will find him advising with a bunch of politicians. The day after tomorrow the Ladies' Aid Society of the First Congregational church may be consulting him regarding raising money for a new parsonage, or a crippled newsboy may be asking his advice as to investing the few dollars he has saved. All get the advice they ask. Usually it is good advice. Always it is sincerely given.

When there is a vacant pulpit to be filled in Danville, whether it be Methodist, Presbyterian, Unitarian or Baptist, "Uncle Joe" fills it. He gives them orthodoxy with all the trimmings and the people of Danville seem to like it. Anyway, they ask for more, and there is just a faint suspicion that many staunch members of different churches are rather cheered when the pastor announces that he will be away over Sunday and that Mr. Cannon will occupy his pulpit.

When the patriots of Hoopston, Mat-

toon, Watseka or Henning want a Fourth of July orator who can unfurl the stars and stripes to the breeze and make the eagle outdo his best previous screaming efforts, they call for "Uncle Joe" and he responds. "Uncle Joe" always is a very busy man on July Fourth. When at the Country Club to which "Uncle Joe" belongs (yes, he plays golf) there is an old-fashioned waltz on the program, "Uncle Joe" is ready to do his share if he can find in the crowd a woman who still prefers the waltz to the ta go.

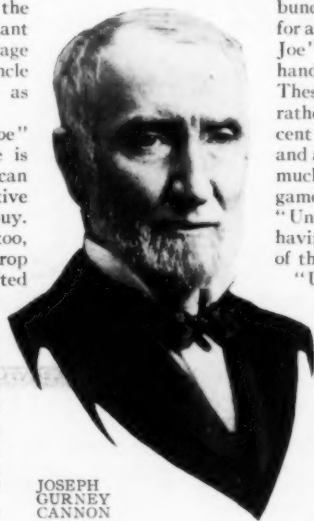
When on Saturday nights a bunch of the fellows get together for a little session of poker "Uncle Joe" is not averse to taking a hand and he always gets invited. These Danville poker games are rather tame affairs, with a ten-cent limit, but poker is poker, and a talented player can display much "science" even in a small game. Those who play with "Uncle Joe" give him credit for having a pretty fair knowledge of the science.

"Uncle Joe" wants to go back to Congress and his friends have given him the Republican nomination. Danville is for him with all the enthusiasm and energy enthusiastic Danville possesses. For didn't "Uncle Joe" secure the Old Soldiers' Home for Danville? And isn't it the second largest in the country? And didn't it cost a

million and a half? Aren't there 3,200, or more, old soldiers living at the Home the year 'round? Aren't there a half million dollars in pensions paid out at the Home every quarter? Doesn't most of that money stay in Danville? "Certainly, 'Uncle Joe' should go back—and he will."

The stars promise Cannon success this year. His luck runs in 20-year cycles. He was first sent to Congress in 1872; and served until 1892—just 20 years later. He was re-elected in 1894 and was beaten in 1912. Now just 20 years after the 1894 success he surely will come back, say the "seers" in Danville.

"Uncle Joe" lives up to the cartoons you have seen of him. "Uncle Joe" is a fine, open-hearted, kindly old man, loving home folks, liberal to the needy, kind to the unfortunate, and absolutely indifferent to the kind of clothes he wears, or the cigars he smokes. "Uncle Joe" likes Danville, and Danville thinks a whole lot of "Uncle Joe."



JOSEPH GURNEY CANNON

## Leslie's Export Promotion Bureau

(Continued from page 344)

The best plan is to establish your own agency, carry your own stock, have your own staff of assistants and your own traveling men. This system involves a great initial expense, much detail planning and will take considerable time to perfect. It is warranted if you are determined to enter the field permanently and will pay you only provided there are large possibilities in your line. Such aggressive American business houses as the Standard Oil, the National Cash Register, the Singer Sewing Machine Company, and the United States Steel Corporation, have adopted this method of invading foreign fields, and their success has been phenomenal. This plan has met with the unqualified approval of the energetic European concerns in this territory.

Should a manufacturer be disposed to first feel out the trade possibilities for his line, his representative will find any number of large, reputable firms willing to act as exclusive agents for him in a prescribed territory. This method has its advantage in that the initial expense is comparatively small, while an established local agent, such as would be selected, could place goods at once with clients, and would necessarily be familiar with the market and its conditions and could render in many ways invaluable help in making the venture a success from the start. Orders and inquiries from his territory should be turned in to him.

The plan of having an agent sell the trade direct has its disadvantageous feature in involving foreign correspondence and banking, to say nothing of obtaining consular

invoices and giving personal attention to shipping. It also necessitates much detail work. In New York there are many shipping and commission houses who often pay cash for goods in New York City, assume all responsibilities, and attend to the numerous details. It would be advisable if this mode of entering the market is adopted to have the salesman accept his orders through one of these export houses.

Let your advertising be in the language of the country and be sure that in its production you employ only good, tried, responsible and reputable translators and printers. Poorly translated and badly printed catalogues, pamphlets, price lists and the like, reflect on the character of the firm sending them out and hold it up to ridicule and criticism. Remember, too, that all mail to Latin America, excepting Mexico, Cuba and Porto Rico, costs five cents a half ounce. Always put full postage on your correspondence, otherwise your letters will be delayed and the recipient fined for your short postage. This does not put him in a friendly mood toward you or your goods.

### Safety Appliance Lacking

"DIDN'T you say," demanded the young man of the captain, "that this ship was equipped with all appliances for human safety?"

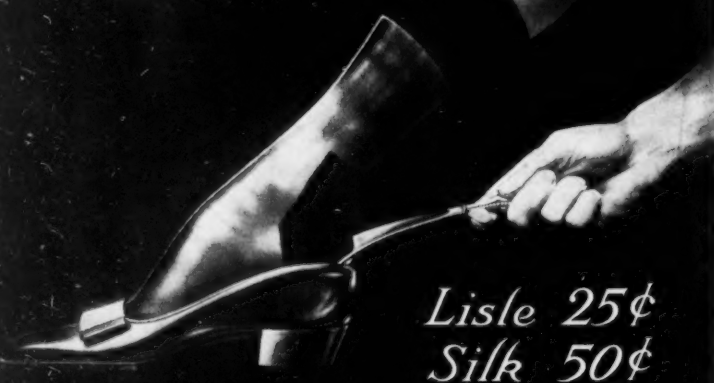
"I did."

"Then how does it happen that I now find myself engaged to a lady I did not know when the vessel left her pier?"—Judge.

## Boston Garter

*Velvet Grip*

An essential of  
Correct Dress  
for Men



Lisle 25¢  
Silk 50¢

Holds Your Sock Smooth as Your Skin

GEORGE FROST CO. Makers BOSTON



# In the World of Womankind

By FRANCES FREAR

**EDITOR'S NOTE:**—This department is devoted to the interests of women. It aims to deal with vital problems in a wholesome and helpful way, and invites the co-operation of its readers. Inquiries will be answered by Mrs. Frear, either through the columns of the paper, or by letter. In case an answer is wanted by mail, a stamp for postage should be enclosed, and all communications should bear the name and address of the writer. Address Frances Frear, care LESLIE'S WEEKLY, 225 Fifth Avenue, New York City.

## Don't Hoard or Buy Thoughtlessly

**S**HOPPING maxims prompted by the war, but pertinent for all times, have been issued by the Department Store Education Association of New York City. In brief the suggestions are: Don't hoard, but buy wisely and pay your bills promptly. Do your thinking before you have made

out the city asking them what girls lacked these days when they went out to make their own living. From the heartiness of the replies, business men had evidently been nursing a lot of pent-up feeling on what the average girl lacked. Even when things move smoothly, the modern business office runs under high pressure. When work piles up and the boss hands out a batch of correspondence half an hour or so before quitting



THE GIRLS OF CHINA SEEKING HIGHER EDUCATION

Group of Chinese young women who recently arrived in this country to take courses of study in American schools. They are, left to right: Top row—Zoen Yen Wang, Duen Tsung Tsang, Ling Sing, Hung Tshu Zung, E Ling Tong, Me lung Ting, Sioh An Chiu. Bottom row—Yauh lung Yang, Vong Ling Lee, Mrs. Y. T. Tsur, Tsz Dau Zau, Me lung Hau. They will pass through preparatory institutions and will then enter college. They have been sent here by the Chinese government, their expenses being met out of the indemnity fund paid by China to the United States for damages growing out of the Boxer troubles, but returned to China in 1908 by our government. This act of generosity created a most friendly feeling among the Chinese towards the United States, and the fund was devoted to educational purposes. Until this year Chinese girls have not shared in the benefits of the fund.

your purchases instead of after, and don't return goods unless there has been a mistake on the part of the store.

The hoarding of either money or supplies upsets the equilibrium of trade. Those who laid in big supplies at the beginning of the war helped to force up prices, thus making it hard upon the poor who are never able to buy in large amounts. During the war it is especially necessary to pay cash or to pay bills promptly, as credit has broken down in Europe and merchants must have cash for the purchase of imported goods. The suggestion referring to the habit many women have of ordering goods sent home only to be returned later, is one that greatly interests all department stores. Every time a woman does this she has increased the cost of the article in the store, sometimes even wiping out all the profit upon it. It is so easy to say "charge and send" that many shoppers have gotten in the habit of doing so with everything that strikes their fancy as they pass through a store, whether they really need the article or seriously intend to keep it or not. This is one of the foolish customs that have arisen during the past few years, and that have helped to advance the cost of living. There is no better time than during the stress of this war for women to return to more sensible shopping habits.

## The Girl Without a Grouch

**T**HE girl with a grouch makes few friends socially, and is even less popular when she enters the business world. The Washington Irving High School of New York City conceived the idea of turning out girl graduates who would be known in the office for business courtesy as well as business efficiency. In order that they might not work in the dark, letters were sent to hundreds of employers through-

time, then the girl without a grouch has a chance to show her best side. A girl who is willing to stay overtime without a complaint, or who cheerfully gives up little social engagements for the good of the office will never lack a position nor the appreciation of her employer. Any high school which inculcates courtesy and efficiency is the best friend of the girls it sends out into the business world.

## Answers to Inquiries

**A Five Years' Subscriber, Cleveland, O.:** I would suggest that you could not make a better use of the two or three hours of leisure which you have daily as a nurse than to engage in some sort of needle-work. Every city has a Woman's Exchange through which you might dispose of your work.



MADE HER CHATEAU A HOSPITAL

Mrs. William E. Corey, formerly Mabel Gilman, the actress, wife of the former head of the United States Steel Corporation, who has put at the disposal of the Red Cross Society, her automobile, horses and chateau at Villegenis, near Paris, with 100 beds. American women have given much to aid the work of the Red Cross during the present war in Europe.

**Mrs. O.C. H., Reno, Nevada:** L. T. D., Ashland, Mass.; Mrs. T. E. B., Dallas, Tex., and others: Many inquiries have come asking how to make the Bedouin coat, pictures of which were given in this column in the issue of August 13th. No pattern is necessary. Take four yards of goods 27 inches wide. Cut it into two equal parts and sew the two lengths. Get a piece of ribbon two yards in length and about six inches wide. Cut it, making one length across the back, forming yoke and sleeves, and two pieces in front. Join the ribbons, shift the silk to the ribbons and you will have your kimono.

**Mrs. C., Idaho:** In regard to furnishing your new home any color curtains are used. Whether they are scrim, net or lace depends on the other furnishings. Rugs should harmonize with furniture and above all with the wall covering. Small figures or plain rugs are best. Portieres are of different material, according to the room. Brass beds are generally used now in preference to enamel. There is a return, however, to wooden beds in a variety of beautiful woods and patterns. Serving tables are preferred to side boards, particularly when the dining room is small. Almost any good reliable cook book contains the recipes you desire. "Visiting" and "calling" cards are the same.

**Miss A. M., Bridgeport, Conn.:** Suppose your chum does have company more often than you, do not make the mistake of thinking that all the happiness of life consists in that. From the wording of your letter I infer that possibly you and your chum have not yet made the acquaintance of the best class of young men. If you are a member, or regular attendant at some church, you will probably meet a more desirable class of young people in the social life of the church. If a young man is thinking only of flirtation, the fact that you are slightly lame might influence him, but if he is looking for a genuine friend among the opposite sex, qualities of heart and mind will more than offset any lameness you have. You are quite right in always dressing quietly and neatly.

# Revelries

## Which Young Folks Have In Homes Supplied with Puffed Grains



There are legions of boys at play today with Puffed Wheat in their pockets. It is salted sometimes, and the boys eat the grains like peanuts.

Or they carry bags of Puffed Grains doused with melted butter.

Countless girls this afternoon used Puffed Rice—like nut meats—in home candy making.

At many a dinner, the ice cream was garnished with these airy, nut-like grains.

This morning, perhaps a million children found Puffed Grains on their tables. They ate them with cream and sugar or mixed them with their fruit.

And an army of children—at supper or bedtime—will float these Puffed Grains in their bowls of milk.

## Food Joys and Confections

Here are foods which are also confections. You can serve them in a dozen ways. They are bubble-like, thin and fragile, with a taste like toasted nuts.

One is whole wheat—one is whole rice—with every element made available as food. They are so digestible one can eat them any hour—between meals or bedtime—without taxing the stomach.



**Puffed Wheat, 10c**  
**Puffed Rice, 15c**  
**CORN PUFFS 15c**  
Except in Extreme West

All Puffed Grains are made by Prof. Anderson's process. In each grain there occur a hundred million explosions. Every food granule is blasted to pieces, so digestion can instantly act.

That is true of no other cereals. No other process so fits grain for food.

There are all these reasons why your pantry shelf should have them all—a package of each—for variety.



**The Quaker Oats Company**  
Sole Makers

# The Old Fan Says:

By ED A. GOEWEY Illustrated by "ZIM"

THANKS to a tremendous burst of speed during the last two months by the Braves, Giants, Cubs and Cards, the National League wound up the regular 1914 playing season in a blaze of glory, and kept the fans on their toes with excitement throughout the long, nerve-straining struggle. This magnificent finish was welcome, as many things had worked against a successful baseball year. First came the fight between the forces of organized baseball and the "outlaws" for stars, and no sooner had this row simmered down than certain self-constituted regulators of the game appeared on the scene and fostered a spirit of dissatisfaction that for a time threatened to bring about a strike of the players. These upheavals tended to create a spirit of discontent among the men and breaches of discipline were frequent. Coupled with this came the Washington tariff tinkering and other things which made the business man uneasy and not particularly keen on spending money for entertainment. But the great national pastime is stronger than any baseball Moses, self-selected or otherwise, or any "trust busters," and after a time the usual number of rooters were filing through the turnstiles at the various parks.

By the time the European rumpus began to crowd itself upon almost every page in the newspapers, the good old game was on its feet and going strong, and the great spurt of the Braves and slump of the Giants was sufficient to keep all of the regular fans in line and bring to the parks thousands who will turn out only when the excitement is at

to compete against their older rivals for the patronage of the fans at large. A couple of contemplated changes in the "outlaw" circuit, if carried out, will help the league generally by shortening the distances to be traveled and bringing in more cities accustomed to witnessing and paying the price necessary for high-class ball.

And this brings us to the world's series, the classic of all sporting events, which nets a small fortune annually to all who participate. Then for the regular season of drafting, buying and trading, liberally sprinkled with enough politics and changes in managements to keep the fans keyed up throughout the off-season period.



Uncle Sam to the rescue.

"Evers Day" was recently celebrated by the Boston fans in honor of the clever little captain of the Braves, and just before the game he was presented with a chest of silver. After the contest he was informed by telegraph that his home in Troy had been entered by burglars who had stolen a chest of silver given him by the rooters of Chicago two years previous. Now Johnny is trying to figure whether he is in or out or to call it an even split.

## The Ever Popular "Umps"

The last ball game was over and  
The fans all gathered round,  
And loudly cheered the umpires  
And said no fault they found.  
They handed each a loving cup,  
Then cheered them once again:  
And vowed that parting with such sports  
Gave them a twinge of pain.  
P. S.—Yes they did!



CHAMPION POLOISTS OF THE NORTHWEST

Outside of a limited number of metropolitan fans who always will be found urging the selection of their own particular favorites, polo enthusiasts are urging that, when the next American team is selected to challenge for the cup taken from us but recently by the British, the excellent players in cities outside of New York be given a chance to try for a place on the outfit. One of the best polo teams in the country to-day is that representing Portland, Oregon. Recently this splendid aggregation defeated the Boise team, winning the Northwestern championship. Left to right, Hampton Corbett, Harry Corbett, Harry Robertson, Victor Johnson.

fever heat. In the sport world the war had to take a back seat for baseball, and that's going some.

The American League also had a good season, though the runaway race made by the Athletics took the edge off the contest in that outfit some weeks ago. It is time that some club gave the Phillies a setback if the Johnson organization would retain its popularity, for after a few years of lopsided contests, the tang of excitement is gone. Probably the average bush league team spends more money for players than does the Phillie outfit, and yet the genius of Mack is sufficient to keep his men to the front year after year. Of course we are bound to take off our hats to any man who can "run a shoestring into a bank roll," but it is sort of tough on the managers who will spend real money in chunks for anyone who gives the slightest promise of making good to see a rival picking stars for practically the price of their car fare. The fans at large trust that 1915 will see the Red Sox sufficiently strong to again give the Athletics a real argument.

And now for the Federal League. Probably not more than three clubs in this organization made money and the pennant fight in the National outfit put a big crimp in their attendance figures. But the "outlaws" stuck to their guns and finished their season in good form, in spite of those who said they would dry up and blow away during the summer heat. The Feds now are an established institution, and if their backers will only dig and dig deep to start them off with a rush in 1915, they should be able to put across an article of baseball that will place them in a position

The Garrison finish in the National League certainly was a hummer and made the fans even forget the European free-for-all scrap. It was unfortunate that the last month of the season saw some of the worst umpiring of the year, most of which was the fault of the new indicator holders secured by President Tener from the bush outfits. It seemed queer to the fans that novices were injected into contests which were so vitally important, when the players had sufficient to rack their nerves without having incompetent field judgment wished on them.

Of course you know that George Stallings, the clever leader of the hustling Braves, is a bench manager, but some of his men are willing to wager that during the course of a game he covers as much ground as any big league field general. From the first through the final inning he constantly changes his position on the bench and if the contest is close he will keep sliding up and down half its length, while the knowing players huddle together at one end to give him room. In a recent game in Boston a long, high fly was hit toward Devore in right field, a strong wind was sweeping across the diamond and Josh circled about uncertainly beneath the descending sphere.

The fly was very high and the strain of waiting proved too much for the nervous Stallings, who jumped from his seat, and rushing to a doorway which led from the dugout under the stand, thrust his head through. He stood with his back toward the diamond for several seconds and then turned and asked, "Did he get it?" Devore did.



Left at the post as usual.



## The last light!

It is *you* the human coyote fears. The patrolman is four blocks away—to break into your house is the work of a moment—but in that lighted room there may be a man—a man who is not afraid—who is armed.

Three million Iver Johnson Revolvers, guarding American homes, constitute the only real hazard—the only real check to burglary.

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It can only be fired with deliberate intent. But it is always ready—there are no catches to adjust—or forget—just a long pull on the trigger.

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Wonderful values in unredeemed pledges. We took them as security for money we loaned. Now we are selling them at amazing prices—only a fraction of their original cost—to get our money back. Write today for Bulletin.

**1/2 Saved** You save as much as 1/2 or more on our expired loans. The pledges—on which loans have now expired—consist of high-grade diamond jewelry and watches, etc.—all pictured and fully described in our new Bulletin.

**Expired Loans** Don't wait till the bargain you want is gone. We have unredeemed diamonds now in all sizes, but their number is limited—hardly a dozen.

**Elgin B. W. Raymond Watch—No. 353030.** Genuine unredeemed celebrated Elgin B. W. Raymond, high-grade 17-jewel Elgin adjusted movement in a serviceable case. Protected price movement alone \$24.00. Unredeemed price \$10.00.

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Our free sample will prove comfort and economy. Send postal stating size and whether you want high or low collar.

**REVERSIBLE COLLAR CO.**  
Dept. F. Boston, Mass.



# Watching the Nation's Business

(Continued from page 344)

Then it was discovered that Mr. Davies' nomination did not require the confirmation of the Senate and he was appointed. His nomination to the new position, however, must go to the Senate, and he has, therefore, resigned his post on the Democratic National Committee.

## Wasting Government Funds

The European war resulted in a deficit in the Treasury receipts and President Wilson asked Congress to pass an emergency act for its relief. So a bill was drawn up that would levy a long list of special taxes and net about \$100,000,000 a year. It was certainly the bitterest of irony that in the same week the Democrats in Congress were compelled to give the annual reckoning of their financial stewardship. They then confessed to the nation that the appropriations they had made for the current year had reached the highwater mark of \$1,089,408,777.26 and were still growing, although they had already topped last year's figures by \$32,000,000.

As chairman of the Appropriations Committee of the House of Representatives, Representative John J. Fitzgerald of New York had the delicate task of trying to explain this extravagance. In justice to Mr. Fitzgerald it must be said that he had struggled valiantly, though vainly, throughout the session to hold down the appropriations. When it came to laying the figures before the House, he found it difficult to reconcile the totals with the platform pledges of economy of the Democratic party, as well as with his own promises made while he was a minority leader, and criticizing the Republican appropriations.

## Touching the Individual Pocketbook

As long as the government taxes were levied in large totals from customs, and from internal revenue sources which did not bring them immediately out of the pockets of individual taxpayers, the people did not realize what governmental extravagance might mean. Even the income tax fell only on a very limited part of the people of the nation. But the Democratic "war tax in time of peace" proposes items that will be real reminders to every individual that money has been spent at Washington which he must pay. Stamp taxes on stocks and bonds, on insurance policies, on leases, deeds, mortgages, bills of sale, money orders, promissory notes, certificates of deposit, bills of lading, express receipts, come into the daily business life of every one. And then there are such items as taxes on amusements, theaters, bowling alleys, concert halls, museums, and circuses, that will bring Uncle Sam's tax collector into every village of the land.

# Two Captains of a Great Industry

(Continued from page 346)

of the man ahead of him—a sort of endless procession of the ladder, with each rung just a shade stronger than was necessary for the immediate need. There are so many young men among us here today that I am tempted to quote what Mr. Rockefeller once said he considered the best advice he could give a young man.

I would say to him, if you aim for a large, broad-gauged success do not begin your business career, whether you sell your labor or are an independent producer, with the idea of getting from the world by hook or crook all you can. In the choice of your profession or your business employment let your first thought be: Where can I fit in so that I may be most effective in the work of the world? Where can I lend a hand in a way most effectively to advance the general interests? Enter life in such a spirit, choose your vocation in that way, and you have taken the first step on the highest road to a large success. Investigation will show that the great fortunes which have been made in this country, and the same is probably true of other lands, have come to men who have performed great and far-reaching economic services—men who, with great faith in the future of their country, have done most for the development of its resources. That man will be most successful who confers the greatest service on the world.

It is in the light of Mr. Rockefeller's own standard that I wish you to regard him today. Not as the man who has made millions of dollars, but as the man who is making this world a better, more livable place—who aims at making millions of men and women yet to be born happier and better long after his death.

The Newport News commends Mr. Bedford's tribute to the work and character of Mr. Rockefeller and notes the warm reception the speaker received from the guests of the occasion.

How many realize that to a railroad man's energy, foresight, and enterprise, the oil industry owes its first real impulse—an industry that was destined to become

## Fitzgerald vs. Fitzgerald

Here is the "parallel column" of Mr. Fitzgerald's accusation in the House of Representatives on June 19, 1910, when he denounced the Republican extravagance and his interesting defense of September 12, 1914, when he apologized for Democratic "economy":

**Mr. Fitzgerald in 1910:** Controlling both Houses by substantial majorities, the responsibility for the appropriations belongs to the Republicans. Try as they may, they cannot be other than "wasteful, extravagant, inefficient." There can be no hope for any reductions from the Republican party. The best interests of the country and the people demand a Democratic House. In no other way can expenditures be brought back to their normal level, the sole means of defraying the legitimate expenses of the Government economically administered.

**Mr. Fitzgerald in 1914:** It is futile to attempt to fix responsibility for lavish appropriations under existing conditions. The same complaint will be made year after year by those apparently responsible, but with very little authority. . . . Unless intimately connected with the work of investigating the estimates for the support of the Federal government, it is almost impossible for anyone to have any adequate conception of the magnitude of the work or to realize the extent of the pressure from every conceivable source for lavish grants from the Treasury. . . . It is rarely that anyone appears to realize that the Federal Treasury is replenished only by taxes collected from the people.

For "next year," however, President Wilson has sent word to every department insisting that the estimates must be cut to the lowest cent.

## Tax Plans that Failed

An interesting sidelight on Democratic capacity for legislation was furnished by the fact that the administration and the Democratic leaders in the House made two "false starts" on their war tax bill. First the House leaders proposed to increase the income tax. President Wilson made short work of this. Then they undertook to put a tax on freight charges. This astounding proposal for a tax on the commerce of the country at so critical a time was equally shortlived. Finally Congress had to fall back on the Republican Spanish War tax measure of 1898.

## Heney and His Expense Account

The new law which requires congressional candidates to file a statement of their campaign receipts and expenditures has developed some novel instances of political finance. Probably the most interesting of these, however, is that filed by the famous California "reformer" Francis J. Heney, who is the Progressive nominee for the United States Senate from that state. Mr. Heney ingeniously itemized a total of receipts of \$7,096. Of this Charles R. Crane contributed \$2,000 and Representative William Kent, \$5,000. On the other side of the ledger Mr. Heney accounts only for an expenditure of \$1,853.35. Did Messrs. Kent and Crane receive a rebate out of the remaining \$5,242.65?



# Fair Play in Telephone Rates

It is human nature to resent paying more than any one else and to demand cheap telephone service regardless of the cost of providing it.

But service at a uniform rate wouldn't be cheap.

It would simply mean that those making a few calls a day were paying for the service of the merchant or corporation handling hundreds of calls.

That wouldn't be fair, would it? No more so than that you should pay the same charge for a quart of milk as another pays for a gallon.

To be of the greatest usefulness, the telephone should reach every home, office and business place. To put it there, rates must be so graded that every person may have the kind of service he requires, at a rate he can easily afford.

Abroad, uniform rates have

been tried by the government-owned systems and have so restricted the use of the telephone that it is of small value.

The great majority of Bell subscribers actually pay less than the average rate. There are a few who use the telephone in their business for their profit who pay according to their use, establishing an average rate higher than that paid by the majority of the subscribers.

To make a uniform rate would be increasing the price to the many for the benefit of the few.

All may have the service they require, at a price which is fair and reasonable for the use each makes of the telephone.

These are reasons why the United States has the cheapest and most efficient service and the largest number of telephones in the world.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

One Policy      One System      Universal Service

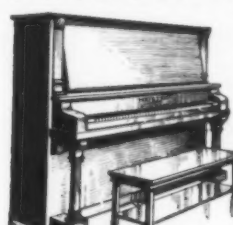
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THE ORIGINAL PEPSIN GUM

3 Years to Pay —For the— Meister Piano

30 Days' Free Trial We Pay the FREIGHT



You are not asked to deposit, or pay or advance a cent in any way until you write us and say that the MEISTER is entirely satisfactory and you wish to keep it. Then these are the terms of sale:

\$1 a Week or \$5 a Month  
No Interest On Payments

No cash payment down. No extras of any kind. Piano stool and scarf free. Sold direct from the maker to you and we guarantee you a saving of \$100.

Send now for our beautiful Free Catalog which shows eight styles of Meister Pianos. Our resources exceed \$4,000,000.

Rothschild & Company  
Dept. D-56 Chicago, Illinois

\$175

## A Plausible Theory

"WHY is a man's skull made in sections, instead of all in one piece?" asked thoughtful Johnny, who had just taken up physiology.

"So that it will stretch at the seams and not burst when he gets the 'swell-head,'" answered experienced and well-informed father.—Judge.

In answering advertisements please mention "Leslie's Weekly"



## Speculation Means Loss

Experienced investors know that speculation ends in loss.

If you have money to place at interest, invest in the **GUARANTEED First Mortgage Real Estate Certificates** issued by this Company. Your funds will be protected by tangible assets—high grade real estate and our Capital and Surplus Fund of \$400,000.00.

These Certificates draw 6% interest.

Write for booklet "L"

**SALT LAKE SECURITY & TRUST COMPANY**

SALT LAKE CITY, UTAH  
United States Depository for Postal Savings

## SAFETY and 6%

Investors seeking safety of their funds, together with an attractive interest return, should carefully investigate the merits of the first mortgage 6% bonds we own and offer.

Their soundness is indicated by the fact that no one has ever suffered loss on any security purchased of this House, founded 32 years ago.

Write for The Investors Magazine, our monthly publication, and Circular No. 557-J.

**S.W. STRAUS & Co.**

MORTGAGE & BOND BANKERS

ESTABLISHED 1882

STRAUS BLDG. ONE WALL ST.  
CHICAGO NEW YORK

## Stocks for Cash

You can now buy New York Stock Exchange Securities for cash—most of them at not more than 1/4 of a point higher than the close of July 30.

Send for Booklet 4A, "Odd Lot Investment".

**John Muir & Co.**

SPECIALISTS IN

**Odd Lots**

Members New York Stock Exchange

MAIN OFFICE, 74 BROADWAY, N. Y.

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125th St. and 7th Ave.—Hotel Theresa, N. Y.

National State Bank Building—Newark, N. J.

## BONDS

Accepted by the U.S. Government as security for

Postal Savings Bank Deposits

Instead of the 2% the Postal Banks pay, these Bonds will yield from **4% to 5 1/4%**

Write for Booklet E—"Bonds of Our Country"—FREE  
New First Nat'l Bank, Dept. 5, Columbus, O.

## FARM MORTGAGES

BEARING 6% INTEREST

First liens on improved farms. Original papers held by the investor. Principal and interest Guaranteed.

Interest payable at Hanover National Bank, N. Y.

Thousands of satisfied customers for references.

We've been doing the same thing for twenty-eight years

Write for particulars

**The W. C. Belcher Land Mortgage Co.**

Capital and Surplus \$320,000.00

FORT WORTH TEXAS

## MEN WANTED

To distribute free advertising premiums. No experience or capital required. Earn from \$15 to \$30 a week. Your territory open. Write quick for samples.  
**THE FAVORI CO., 2014 Rome Street, Dayton, O.**

## LEARN TO EARN

Learn ladies' and children's hairdressing (facial, manicure, etc.), by home correspondence course, easily. Send for book, 100 pages, on Beauty Culture, proves how women can earn, no carrying \$15 to \$30 weekly, mailed FREE.  
**ELIZABETH KING, 68 A, Station F, New York City.**

## BARODA DIAMONDS

Flash Like the Sunlight—at 1-30 the cost of

SOLID GOLD MOUNTINGS

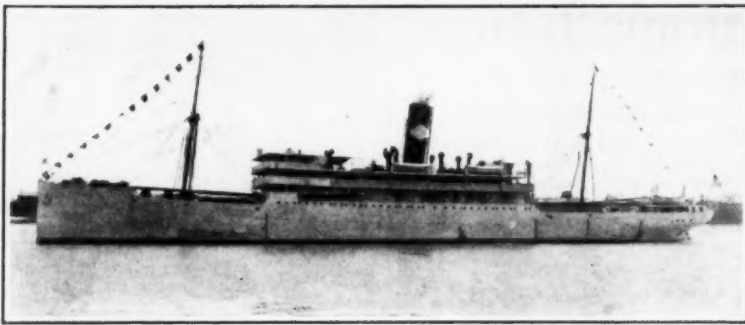
Stand acid test and expert examination. See them first, then pay. Catalog FREE. Patent Ring Gauge included for \$5.00 post stamps.

The Baroda Co., Dept. Q21 1460 Leland Ave., Chicago



## "BOW LEGS and KNOCK-KNEES" UNSIGHTLY

SEND FOR BOOKLET SHOWING PHOTOS OF MEN WITH AND WITHOUT THE PERFECT LEG FORMS  
**PERFECT SALES CO., 140 N. Mayfield Av., Dept. E., Austin Sta., Chicago, Ill.**



### REVIVAL IN THE SOUTH OF THE AMERICAN MERCHANT MARINE

Steamship *Carthage*, owned by the United Fruit Company, leaving New Orleans for Panama on September 16th, flying the first American flag raised on a ship at any Southern port under the new law permitting American registry of foreign vessels. The *Carthage* formerly flew the British flag. The ceremony of raising the Stars and Stripes on the *Carthage* was witnessed by thousands of patriotic citizens. A salute of 21 guns was fired by the historic Washington Artillery of New Orleans and the crowd cheered enthusiastically. The program for the occasion was staged by the New Orleans Association of Commerce. Sixty-five United Fruit Company ships, half of which sail from New Orleans to the tropics, will come under the American flag. New Orleans business men anticipate that war having paralyzed commerce between South America and Europe, trade between New Orleans and South American ports will soon develop to immense proportions.

## Jasper's Hints to Money-Makers

NOTICE.—Subscribers to **LESLIE'S WEEKLY** at the home office, 225 Fifth Avenue, New York, at the full cash subscription rates, namely, five dollars per annum, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their papers and to answers in this column to inquiries on financial questions having relevancy to Wall Street and, in emergencies, to answer by mail or telegraph. Preferred subscribers must remit directly to the office of **LESLIE-JUDOR COMPANY**, in New York, and not through any subscription agency. No additional charge is made for answering questions, and all communications are treated confidentially. A two-cent postage stamp should always be inclosed, as sometimes a personal reply is necessary. All inquiries should be addressed to "Jasper," Financial Editor, **LESLIE'S WEEKLY**, 225 Fifth Ave., New York.

A MAN who boasted of the qualities of his hunting dog was somewhat crestfallen when it failed to catch a rabbit after a hard chase. A neighbor twitted him about the dog, whereupon the owner of the latter replied: "Don't be hard on my dog. Remember that the rabbit was running for his life and the dog was only running for a meal."

This story has an application. The near-statemens all over this country who are trying to regulate the railways and the industrial and banking corporations are surprised because the latter are not more complacent and not more willing to accept and try the experimental legislation offered for their regulation and control. The reason is obvious.

Our so-called statesmen have only their reputations to lose if the experiments they suggest fail, but the railways, the industrial corporations and the bankers have everything at stake, and that means not only the fortunes of the owners of these large properties, but also of the millions of small investors, including the depositors in savings banks, which are largely secured by investments in corporations.

I note an interesting statement in the Albany, N. Y., *Evening Journal*. It has recently been disclosed that two large tablets that the founders of the Albany Law School placed on the walls of that noted institution were entirely covered up when new paper was placed on the walls twenty-two years ago. These tablets contain inscriptions in Latin, reading: "Law is the ordinance of God, the science of truth, the perfection of reason and the method of justice."

Twenty-two years ago these mottoes were approved by everybody. It would not be surprising to have some radical want to cover them up now when we hear an outcry from demagogues in favor of judicial recalls, new constitutions, and new declarations of independence. I wonder if, because these inscriptions were in Latin, the paper hangers did not recognize their sterling value? Perhaps they have been uncovered now as a rebuke to the prevailing spirit of unrest. I venture to predict that they will remain uncovered as a warning to those who do not recognize the majesty of our laws, both human and divine.

But we are coming to our senses slowly. The furor over direct primaries, the referendum and recall and all the fads of the reformers—well intentioned but carrying their reform too far—is rapidly subsiding. Experiments have been tried and found wanting. The patient is no better for the quack remedies he has been taking and he objects to trying any others. We will therefore go back to the old-school doctors, treat him in the old-fashioned way and expect recovery, as usually happens, "in due course of time."

One of the most interesting and wholesome signs of the times is the general demand for fair treatment of the railroads.

I observe that some of the bankers in New York have been calling on Senator Root to favor a joint resolution by Congress directing the Interstate Commerce Commission, because of the emergency situation, to revise and review its decision virtually denying the application of the Eastern railroads for a slight increase in freight rates.

I also notice with pleasure that Senator Bankhead of Alabama has introduced a bill to increase the mail compensation of the railroads by about \$3,000,000 a year. This comes at a time when the Pennsylvania Railroad shows a loss of \$2,000,000 in its income for the first seven months of 1914. What does this mean to its 100,000 shareholders, many of them with only a few shares each? It is a wholesome sign that the Pennsylvania and other Eastern trunk lines are preparing to increase the rate in mileage books from 2 cents to 2 1/4 cents a mile. The I. C. C. has intimated that the railroads would be justified in increasing their passenger rates. Now let us see what they will say about the matter when it is presented to them anew.

The opening of the Stock Exchange seems as far off as ever, but it is not. Great bankers of the country—North, South, East and West—are planning to devise some sort of safe and conservative remedy and not a makeshift for the serious trouble which the war abroad has occasioned. The task of re-establishing our international exchanges, so as to meet foreign obligations without permitting a dangerous draft on our gold reserve, calls for consummate skill.

With it is involved the problem of financing the cotton crop and opening the way for American manufacturers and American workmen to take advantage of the opportunity in their favor that the closing of factories must offer. It is fortunate that brainy, practical, thoughtful, patriotic and experienced bankers, not only in New York, but in New Orleans, St. Louis, San Francisco, Boston, and every other great business center, are working in harmony to solve one of the greatest problems we have ever had to meet, one that was suddenly occasioned by an unexpected war abroad. I have faith that this problem will be solved. Meanwhile securities of the best character should not be sacrificed but should rather be accumulated if offered at bargain prices.

### SIGN THIS COUPON AND MAIL IT.

Date.....1914  
Jasper, Financial Editor, **LESLIE'S WEEKLY**,  
225 Fifth Avenue, New York.

You can enroll me, without expense, as a member of The Security Holders' Protective Association organized for joint protection against unjust, unwise and unnecessary legislation.

Signed.....

Street No.....

City.....

State.....

N. B.—Extra copies of this blank coupon will be sent to any reader who desires to use them.

S., South Omaha, Neb.: I am unable to pass on the financial standing of firms or individuals. That is a work that peculiarly devolves upon the mercantile agencies established for that purpose.

R., Lawrence, Mass.: I do not advise the purchase of stock in the Amalgamated

(Continued on page 357)

Over  
6,000  
Styles



Stone Set Rings,  
Signets, Bands  
and Emblems,  
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### The Birthday Ring

A precious or semi-precious stone for every month in the year, set either solitaire or in clusters.

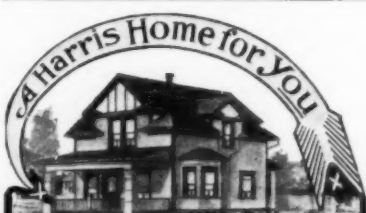
But what a mistake to drop in anywhere and accept the first thing that pleases without making sure that it bears the O-B assay mark and that the jeweler is the O-B kind of man!

The **O-B Ring Book**—a selection of the newest styles in rings, will help you to a choice. It is free. Your name on a postcard brings it.

**Ostby & Barton Co., Providence, R. I.**  
Largest Manufacturers of Rings in the World

Address  
Dept. G.

**O-B RINGS**



Harris Home No. 556

**\$673 buys the Material to build this home**

This is our Harris Home No. 556 Semi-Bungalow Design.

Easily built under our guaranteed no short-ago, no extra system, with positive accurate plans, 6 rooms, bath, large closets, modern stairway, inside finish, doors and windows. Excellent layout. Sound construction. Architecturally correct in every detail.

**No Money Down—Save Half**

**The Material:** The above price includes all first-class lumber clear interior trim, clear floorings, outside finish and shingles, No. 1 dimension lumber. **Ready cut** door and window frames, inside door jambs, outside door and window casings, balance in lengths to work without cutting or waste wherever possible. All glass in and back put in—**saves labor.** Up-to-date hardware, everything guaranteed.

**The Offer:** We don't want a cent until you have every piece unloaded, checked and inspected. Pay us after you get it. \$1.00 brings blue print plans, specifications, material list, and delivered price to your station. If the plans do not suit, return them, and \$5c will be refunded.

**\$10,000 Plan Book Free** It is not necessary that you decide on your home with only the design above before you. There are 100 Harris homes in our free plan book. Write today. Ask for Free Book of Plans DE 133

**HARRIS BROTHERS COMPANY**  
35th and Iron Sts. CHICAGO

## Dry Goods

**Is Talking Every Month to People Who Buy More Than One Thousand Million Dollars Worth of Dry Goods Annually**

If a dozen buyers should walk into your place of business at one time you would be surprised, yet there is *hardly a day* passes that we do not get a dozen or more buyers as subscribers to **DRY GOODS**.

During the last few years the circulation of **DRY GOODS** has been increasing steadily and solidly and the remarkable thing about this circulation is that our 7,000 subscribers have a purchasing power greater than the 2,000,000 readers of the Saturday Evening Post.

*Here is intensive cultivation for you!* Not a copy goes to waste and most of them are read by the whole store. Thousands of readers every month all intent upon buying what is newest and best in the dry goods market.

We are telling these people what to buy. It is up to you to tell them where to buy. October is the time to talk when they are getting ready to come to market.

## Dry Goods

25 Cents - - - - A Copy  
\$2.00 - - - - A Year

**Dry Goods Publishing Co.**

116-120 West 32d Street

New York

Max Jagerhuber, President



# Jasper's Hints to Money-Makers

(Continued from page 356)

Oil Co. of Oklahoma. Why not buy shares of well-established, dividend paying oil companies such as careful investors prefer. It is easy to get a list of these and to make your own choice. I can forward a list if you are unable to secure one from brokers who make a specialty of dealing in them.

Trader, Los Angeles: The trading now permitted in unlisted stocks for cash only and is regulated by a committee representing the Stock Exchange and outside dealers. No date has been set for the opening of the Stock Exchange.

Subscriber, Pensacola, Fla.: The Reading Company, during the past fiscal year, showed an increase in the gross income of nearly \$1,000,000 and in net of \$688,000. The dividends on the Pfd. stocks were earned with a balance equivalent to about 12 per cent. on the common.

Worker, Denver: Postponement of the payment of interest due October first on the collateral trust bonds of the International Mercantile Marine Co. is due to the unsatisfactory condition of our shipping, caused by the war in Europe. These bonds around 40 have speculative possibilities.

Safety, St. Paul: New York City 6 per cent. notes running for one, two and three years and free of Income Tax, were over subscribed for. The three-year notes, even at a premium of 2 per cent., are an excellent purchase and are absolutely a safe investment, for the short term in which they run.

H., West Lynn, Mass.: Bonds secured by real estate in our large cities are well regarded, especially at this time when railway and other securities are not actively traded in. It is well to get a balance sheet from any company offering securities and to study it from the standpoint of a business man.

Copper, Boston: 1. The copper stocks are selling low in sympathy with the depreciation in the copper market due to the war. I would not be in a hurry to buy. 2. Amalgamated is one of the best. 3. The Ohio Copper Mining Co., the reorganization of the Ohio Copper Co., is in the hands of receivers. This is the old Heinz concern.

T., Lansford, Pa., and K., Fond du Lac, Wis.: The Fire Insurance Company has no connection with Wall Street and it is not in the line of my special knowledge. Unless you are well advised concerning the matter, it would be better to take advantage of the opportunity to buy gilt-edged securities on the opening of the Stock Exchange, at bargain counter prices.

D., Olpe, Kans.: I know very little about the Four Provinces Investment Co. You should be very careful in the purchase of real estate in Canada at this time when England is seriously involved in a great war and when the tendency, in all its possessions, is to realize on investments rather than to extend them. Unless you are familiar with the properties offered, I would not advise acceptance of the offer.

Anxious, Toledo: Union Bag & Paper Co. is showing much better earnings than a year ago. The effect of the war thus far has been advantageous to it. I see no prospect of a resumption of dividends on the preferred for some time to come, as the Company has obligations it should first get rid of, and it is doing so as rapidly as possible. The preferred stock for a long pull is not unattractive at its low price before the Exchange closed, which was around 18 1/2.

Banker, Detroit: I agree with you that the public hardly comprehends the importance of fairer treatment of our railroads and corporations in the interest of the general welfare. Since New Year's, stockholders in our leading corporations have suffered a loss of over \$100,000,000 by the passage or reduction of dividends. As many of these are held by insurance companies and savings banks, as well as by small investors, widespread deprivation must have been caused by the enormous shrinkage in income.

Teacher, Albany, N. Y.: 1. The usual 1 1/4 per cent. dividend on International Harvester Company's stock has been declared but the common quarterly dividend of 1 1/4 per cent. on the stock of the Harvester Corporation, which handles the foreign business, has been passed, because of the war. 2. Among the companies that have passed their dividends recently are Crucible Steel, Republic Iron & Steel, Calumet and Arizona, Superior and Pittsburg, and Central Coal & Coke Co., Common. Among the companies that have reduced dividends are American Express. The last quarterly dividend was 1 per cent. instead of 1 1/2.

H., St. Louis: 1. The Rumely Company has had a heavy burden to finance and its future must be doubtful. 2. Denver & Rio Grande is not an attractive speculation at present. 3. American Locomotive Pfd. would be a better purchase than the Common. If you are right in your conjecture that more liberal treatment of the railroads is near, then all the equipment railroad securities companies should show improvement. 4. Southern Pacific, Atchison and Pennsylvania look attractive if purchased on a scale down. 5. M. K. & T., M. P. and Minneapolis & St. Louis would be advantaged if the railroads received better treatment, but under existing conditions, these stocks are not safe to trade in.

D., Balboa, Canal Zone: 1. The Canadian Pacific, considering the great decline it has

suffered, largely because of unloading of foreign holdings, looks cheap. It is a good property, running through a territory that is bound to develop rapidly in spite of the war, though the latter if continued may lead to a still further depression in the shares. 2. Pennsylvania Railway shares are always well regarded by investors because of the excellent management of the road and the established character of its business. If the increase in freight rates is granted, the Pennsylvania shares will be still more highly regarded. 3. Bethlehem Steel Pfd. is on an attractive basis but it still remains to be seen to what extent the iron industry of this country will suffer from existing conditions at home and abroad.

New York, October 1, 1914.

JASPER.

## SPECIAL CIRCULARS OF INFORMATION

Readers who are interested in informing themselves regarding the stock exchange, its methods and controlling influences, and who desire to secure booklets, circulars of information, daily and weekly market letters and information in reference to particular investments in stocks, bonds or mortgages, should scrutinize the announcements by advertisers on the financial pages, offering to send, without charge, information compiled with care and often at much expense. Readers should feel free to send a letter or a postal card for any information they may desire from the following sources:

The method of buying New York Stock Exchange securities for cash, either in small or large amounts, is easily understood. John Muir & Co., members New York Stock Exchange, 74 Broadway, New York, make a specialty of odd lot purchases. Write them for their "Free booklet 4-A" on "Odd Lot Investments."

The Salt Lake Security & Trust Co., of Salt Lake City, Utah, is a United States depository for postal savings. It issues 6 per cent. interest certificates secured by real estate and invites inquiries from those who would like to realize 6 per cent. on their funds. Write to the above trust company for a copy of the free "Booklet L."

6 per cent. farm mortgages secured by liens on improved farms with interest payable at the Hanover National Bank, New York City, have been sold in large and small denominations for many years by the Belcher Land Mortgage Company, Fort Worth, Texas. It invites inquiries from those who desire to invest small or large amounts.

Depositors in postal savings banks who realize only 2 per cent. interest can just as well receive from 4 to 5 per cent. by buying the same bonds that the Government accepts as security from postal savings banks. The New First National Bank, Dept. 5, Columbus, Ohio, recommends these bonds and they have merit. Write to the above bank for its "Free Booklet E," entitled "Bonds of Our Country."

At this time when investors seek safety by diversifying their investments, 6 per cent. real estate first mortgage bonds are particularly attractive. Bonds of this character in denominations of \$100, \$500, and upward, secured by improved property in Chicago have been sold for many years by S. W. Straus & Co., mortgage and bond bankers, Straus Bldg., Chicago, and 1 Wall Street, New York. Write them for a copy of their interesting monthly "Investor's Magazine," and "Circular 557-J."

## Why He Favors a Ship Subsidy

By the HON. THEODORE P. SHONTS

TO this country this universal calamity offers an opportunity of centuries; but, to start off, we are without a merchant marine to take advantage of this opportunity. When I was connected with the Panama Canal Commission I could foresee the opportunities offered to shipping by the opening of that new waterway, and since then I have been strongly in favor of ship subsidies in this country. It is manifestly unfair to the manufacturers and exporters of this country to shoulder expenses and responsibilities which are borne by the governments of other countries. With a nucleus of a merchant marine, even, the markets of the world would now be opened to us. With our present banking laws our bankers can now establish branches in South American and foreign countries, but our merchants are crippled by lack of the means of transportation for manufactures and the products of the soil.

## Taxing the Brewers

THE United States Brewers' Association takes exception to the statement that when the Spanish War Tax was laid on beer in 1908, the brewers increased the price on beer, per keg, one dollar, whereas the tax was only fifty cents, and that when the tax was removed, the price of beer was not reduced. "As a matter of fact and official record," said Hugh F. Fox, Secretary of the Association, "the Spanish War Tax was one dollar and not fifty cents. The brewers paid two dollars per keg on beer, instead of the usual tax of one dollar." He added:

Most of the brewers stood fully forty per cent of this additional tax personally, placing the remainder on the trade, and in every instance, when the tax was removed, the price of beer was immediately reduced. When the Spanish War Tax was under discussion, it was stated on the floor of the House of Representatives that the brewing industry was the only industry that did not protest against the increased tax, but freely offered to aid in raising the amount. It is nothing new for the brewers to be called upon to pay a war tax, and they have never shirked their responsibility. At the time of the Nation's need, when \$380,000,000 of war revenue was collected, the brewing industry paid over one-third of the total.

# CAT'S PAW CUSHION RUBBER HEELS

The Heel With Nine Lives



THAT FOSTER PLUG PREVENTS SLIPPING MAKES 'EM WEAR LONGER



If you are an advocate of "Safety First" then you will wear Cat's Paw Rubber Heels. They will be your choice because of the Foster Friction Plug which prevents slipping — makes them wear longer, too.

The Foster Orthopedic Heel is a boon to weak arches—extends under the shank of the shoe—gives a firm support to the arch. 75c attached of your dealer—or sent postpaid upon receipt of 50c and outline of your heel.

No holes to track mud or dirt. And the Foster Friction Plug gives that crisp, little click to your step which keeps you out of the "gum shoe" class.

Remember the black cat and insist on Cat's Paw Heels. Black or tan. All dealers. 50c attached—costs no more than ordinary kinds.

Foster Rubber Co., 105 Federal St., Boston, Mass.

Originators and patentees of the Foster Friction Plug which prevents slipping.



# AN OPEN LETTER TO AMERICAN BUSINESS MEN

This is not a time for alarm, but for calm, deliberate judgment and foresight. The whole world has been thrown out of gear, in commerce, industry and finance, by the great war. Manifestly, it is a time of broad and radical readjustments.

There are four underlying conditions that give courage.

## First:

The new Currency Law, which is just on the point of becoming operative. The Federal Reserve Board has been created, the Federal Reserve centres located, and this whole scheme of sound and elastic currency is ready to stimulate trade, commerce and manufacturing.

sent to the warring nations that need them.

## Third:

The currency and the crops join in enriching our enormous home market, and it is now spread ready for the harvest before our American manufacturers, with little or no competition. It is an unprecedented commercial situation.

## Second:

Our great crops. These amount to hundreds of millions of dollars, beyond the needs of our own consumption, and the government is already working out plans by which the crops can be

## Fourth:

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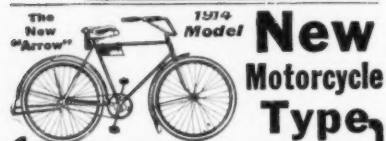
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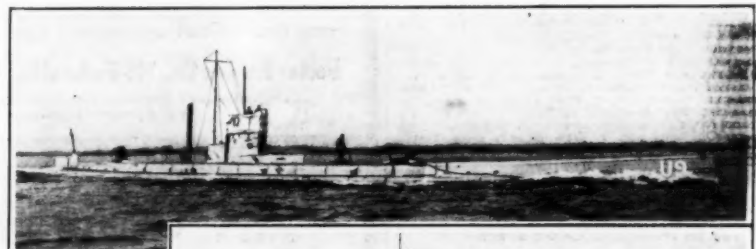
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# News of the Time Told in Pictures



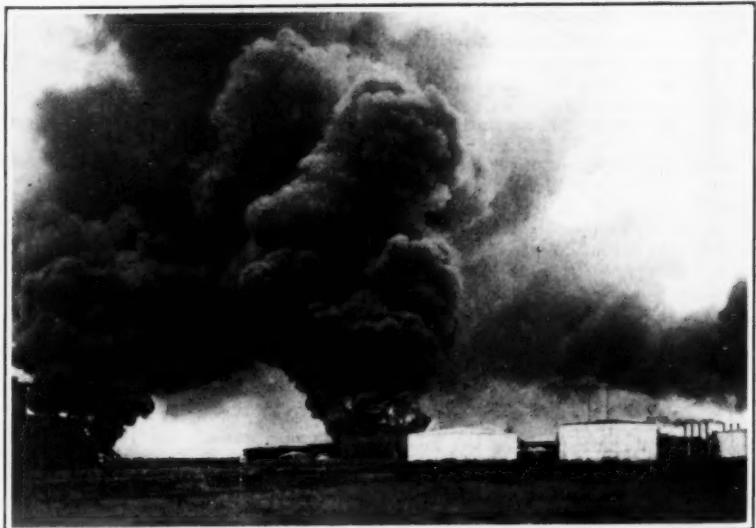
**FEARFUL TOLL OF LIFE TAKEN BY SEA.**

The steamship *Francis H. Leggett*, laden with lumber, foundered in a storm off the Oregon coast September 18 and 72 of the 74 people on board were lost. Before the *Leggett* went down her wireless attracted the attention of the Japanese cruiser *Idzuma*, which relayed the distress signal. The oil tanker *F. H. Buck* hastened to the scene of the wreck and saved Alexander Farrell, of Sacramento, Cal., and George Poelman, of Alberta, Can., who had been clinging to cross-ties adrift for 11 hours. The large picture shows a search for bodies among the wreckage cast ashore. The portraits are George Poelman to the left and Alexander Farrell to the right.



**ONE SUBMARINE DESTROYS THREE CRUISERS**

The British navy sustained a severe blow on September 22d when the German submarine *U9* sunk the cruisers *Aboukir*, *Hogue* and *Cressy* in the North Sea. The cruisers were of an old type, but carried complements of over 700 men each. The loss of life was over 1,400. The British reports state that several submarines were in action, but the Germans say that the *U9* sunk all three vessels in less than an hour. The disaster has had a depressing effect on Great Britain. It was the first really important trial of the submarine. Orders have been issued to the British navy that henceforth ships must not endanger their own safety in assisting other craft disabled by torpedoes. The upper picture is of the submarine that made the attack and the lower one the *Cressy*, one of the cruisers sent to the bottom.



**LIGHTNING STARTS A \$200,000 OIL FIRE.**

In the early morning of September 21st lightning struck oil tanks in a Port Arthur, Texas, refinery and started a fire that destroyed more than \$200,000 worth of property. Some of the tanks contained naphtha and gasoline. The photograph shows how they burned, sending up dense columns of smoke for a distance of hundreds of feet.

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of the Edison Company, a great favorite with the public in the film-drama "The Girl and The Outlaw", says:

"When I want relaxation I light up a pipeful of Tuxedo. I have never smoked a tobacco so mild and soothing, and at the same time so thoroughly enjoyable."

*Augustus Phillips*



BEN. F. WILSON

famous for his work in the moving-picture series "Who Will Marry Mary?", produced by the Edison Company, says:

"Tongue-biting tobaccos had nearly induced me to quit pipe-smoking, when I happened to try Tuxedo. Now we are three bosom friends—my pipe and Tuxedo and I."

*Ben. F. Wilson*



SIDNEY DREW

who is now playing with the Vitagraph Company in such sure-fire hits as "A Proposal from Nobody", writes:

"I suppose I have smoked about all the good tobaccos and in my opinion none compares with Tuxedo. There is a certain charm of fragrance and flavor about Tuxedo which is wholly different and by all odds the most pleasing. Tuxedo is the mildest, coolest, finest smoke in the world."

*Sidney Drew*

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"The great thing about Tuxedo is the fact that it gives full fragrance and flavor together with extreme mildness. I find Tuxedo not only the height of pipe enjoyment but a distinct benefit because it gives just the proper degree of relaxation. Tuxedo is undoubtedly an exceptional tobacco."

*Maurice Costello*



GEORGE A. LESSEY

well-known moving picture director and actor, who directed "The Witness to the Will" for the Edison Company, says:

"Nothing gives a man greater comfort and enjoyment than the fragrance of pure mild tobacco. I have never smoked a purer, milder, better tobacco than Tuxedo."

*Geo. A. Lessey*

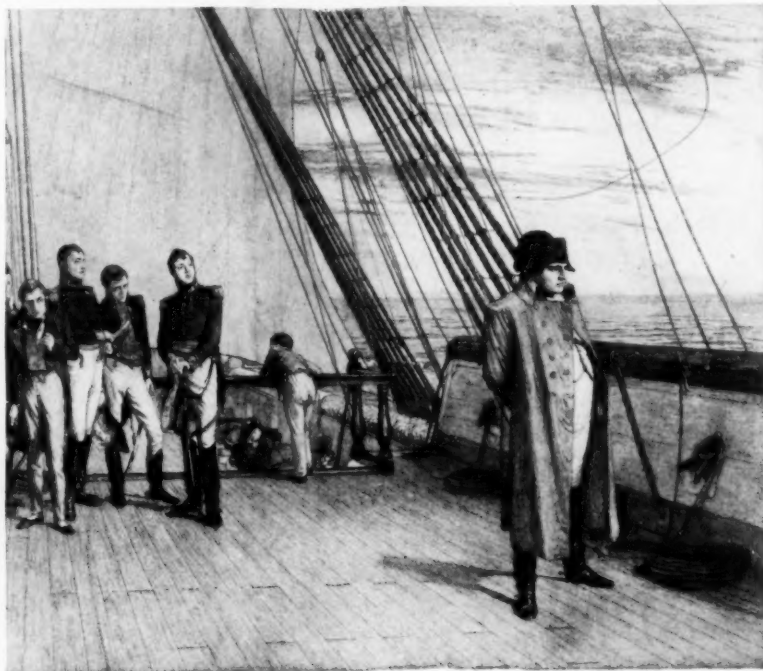


HUGHIE MACK

of the Vitagraph Company, who was such a hit in "The Ancient Order of Jolly Good Fellows", says:

"Tuxedo I've found is the one tobacco made that I can smoke without tongue bite. Load a good pipe with Tuxedo, and it's a treat you get. Other tobaccos simply aren't in it with Tuxedo for satisfying flavor and fragrance, and its extreme mildness keeps one fit and contented."

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